

LIFE



GOING ON THREE

MAY 17, 1937 **10** CENTS

You'll say we know our vegetables

ESPECIALLY OUR TOMATOES



WALTER R. YOUNG

—when you try HURFF READY-TO-SERVE VEGETABLE SOUP

You probably think of ready-to-serve soup as being expensive. But when you try Hurff Ready-To-Serve Vegetable or Tomato Soup you'll find that now this is no longer true.

You'll like these Hurff Soups much better than many condensed soups you've tried! For the making of condensed soups calls for a lot of cooking to evaporate the water and every woman knows that when foods are "cooked to death" some of the flavor and vitamins are destroyed.

You'll find a large can of Hurff Ready-To-Serve Soup much cheaper to use. If you enjoy a real full-bodied soup, you can serve it as it comes from the can. But — if you prefer a thinner soup, rich flavor and body permits dilution by adding as much as 11 ounces of water to each 22-ounce can. This gives you 33 ounces of soup, of the same consistency as the 21 ounces you'd have after adding a can of water to a regular 10½-ounce can of condensed soup.

So much for the reason why Hurff Ready-To-Serve Soups are so economical. Now let's talk about why this vegetable soup is so good.

First, there's the time-tested recipe that isn't allowed to vary one iota. Then come the garden-fresh vegetables grown on nearby farms that dot the countryside *right where we live!* And speaking of vegetables we can't place too much stress on what folks call our "pedigreed tomatoes".

Each summer seed tomatoes are examined by inspectors of the New Jersey State Department of Agriculture. The seeds from these tomatoes are removed, cleaned, certified and sealed in bags under the direct supervision of these State officials. We sell these seeds to the growers and buy back the tomatoes they produce, thereby maintaining uniformity of quality and flavor.

But—try Hurff Ready-To-Serve Vegetable Soup tomorrow. You'll say we know our vegetables—especially our tomatoes. And it's Hurff controlled-crop Jersey Tomatoes that make Hurff Vegetable Soup taste *especially good!*

EDGAR F. HURFF COMPANY
SWEDESBORO NEW JERSEY



Seasoned, cooked and packed at Swedesboro

by **HURFF**
The Jersey Tomato People

Ask for HURFF

Tomato Juice	Spaghetti
Tomato Juice Cocktail	Asparagus
Tomato Catsup	Squash
Tomato Soup	Bean Soup
Tomato Puree	Pea Soup
Tomato Aspic	Pumpkin
Pork and Beans	Hominy
Vegetable Soup	



HURFF TOMATO JUICE

With a vine-fresh sparkle and flavor and a full-bodied health-giving richness that earned the American Medical Association seal of approval.

HURFF TOMATO SOUP

Ready to serve! Greater body and richness than most ready-to-serve tomato soups... and more economical than condensed soups as it can be diluted to suit the taste.

HURFF TOMATO JUICE COCKTAIL

Just taste it—and describe it in your own words. For those who prefer tomato juice with seasoning, it's a product you'll take pride in serving on your table.

HURFF TOMATO PUREE

For making tomato soups, tomato sauce or adding delicious tomato flavor to various dishes. Its consistency approximates that of apple butter—its fame is nation-wide.

HURFF TOMATO CATSUP

With a full-bodied richness that only first quality tomatoes can give. Entirely different from watery catsup made from green tomatoes, as so many are.

HURFF TOMATO ASPIC

—all ready to mix and mold. Better and more convenient than the synthetic powdered form. Try it for salads and appreciate the difference. You'll always want to keep a can on hand.

WHERE THERE'S **HOPE** THERE'S LIFE, SAY ARTIST ANDREW LOOMIS

AND MAESTRO RICHARD HIMBER

NEW YORK, Chicago—all America—are talking about Bob Hope, sensational comedy and singing star of the musical hit, "Red, Hot and Blue."

And off stage, Bob Hope is talking about little else but his exciting new Studebaker, a fitting spotlight car for this youthful spotlight star.

"It's de-lovely," Bob Hope describes his Studebaker to interviewers. "It's got the sophistication and rhythm of a Cole Porter number, the economy of a Frenchman spending his own dough!"

See and drive the new Studebaker first, before you put a dollar into any 1937 car... the amazingly low priced Dictator that outshines all 9 other sixes... the magnificent new State President Eight, inexpensive but worthy rival of the proudest, costliest cars.

Either is easy to buy on a time payment basis that challenges the lowest, thanks to Studebaker's C. I. T. budget plan. The Studebaker Corporation, South Bend, Indiana.



Ridin' high — That's a hit song of "Red, Hot and Blue," the show that Cole Porter wrote and Bob Hope, Ethel Merman, Jimmy Durante and other stars have been riding to new fame. The picture shows Bob and some of the "Red, Hot and Blue" cast. No wonder there's always life in Hope!



Him's Himber—His famous Studebaker Champions' orchestra is an N.B.C. blue network "pick of the air" every Monday night. Here you see the youthful maestro and his gifted harpist Verlye Mills as they were snapped off guard in a studio confab that will result in one of those Studebaker-smooth, Himber arrangements. Bob Hope and other first flight stars often "guest" for good friend Richard.



Sweetenin'—Here's famed Chicago painter and Studebaker owner Andrew Loomis at work on one of his "Mighty Sweet" Studebaker girl posters. An acknowledged ace among America's top rank artists, Loomis does those five little Canadian sisters for the magazine ads of that American soap manufacturer. He says Studebaker has the simplicity of design every artist admires.

STUDEBAKER



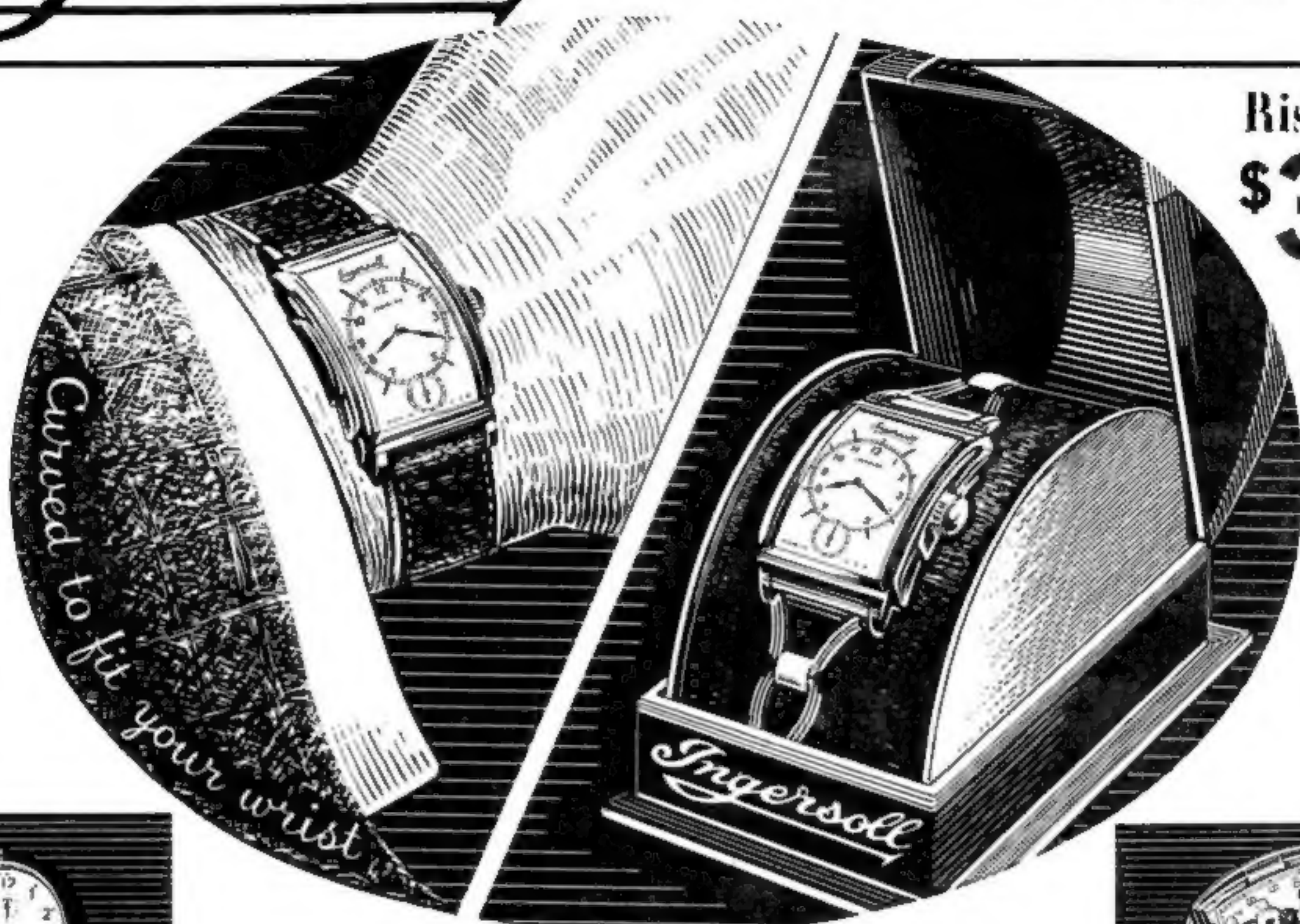
NOT LOWEST PRICED... BUT ALMOST

This One



WU53-B9C-92HU

NEW! JEWELLED! CURVED *Ingersoll* WRIST WATCH



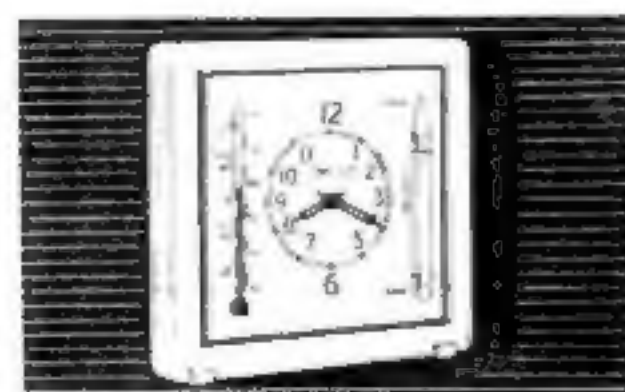
RistArch
\$3.95



PETITE—A small, smart Ingersoll Alarm Clock that's a big value at \$2.95. Choice of ivory with gilt or black with chrome-finish trim.



DAYBREAK—A big, beautiful Ingersoll Alarm Clock that's equally big value at \$2.45. Clear bell alarm. Ivory or black.



WEATHER-LARM—Wakes you up—tells the temperature—predicts weather changes... all this for only \$2.95.

A JEWELLED MOVEMENT \$3.95

Ingersoll leads again! Now with the first low-priced jeweled wrist watch! It's a beauty. Case is curved to fit the wrist like the smartest, expensive wrist watches.

Non-tarnishing chrome finish. See it now at the best dealers in your locality. An all-American watch—American-made—America's idea of value.



WIFE: A wonderful gift! Ingersoll watches are excellent timekeepers and guaranteed.



BUSINESS MAN: I'm going to get one of these watches. I know Ingersolls are thoroughly dependable.



YOUTH: The boys at school will like this new curved style. Swell-looking dial, too.



JEWELER: I recommend Ingersoll watches. This new jeweled model has my O.K.

Ingersoll-Waterbury Co., Waterbury, Conn.



MICKY MOUSE DE LUXE—New, small, smart wrist watch. Disney charm bracelet, leather or adjustable metal band. \$3.95.



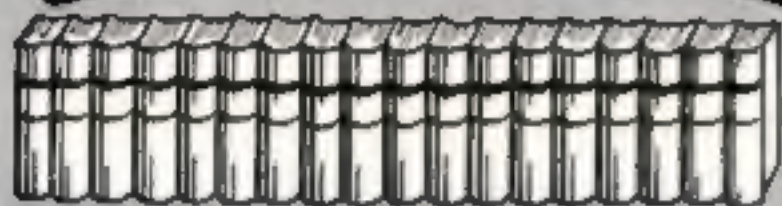
YANKEE—Latest edition of Ingersoll's most famous pocket watch. Small and compact, and with the new type unbreakable crystal. Unusual value at \$1.50.



AERO WRIST WATCH—Smallest and slimmest at the price. Chrome-finish case, leather or metal band. \$3.50.

Let us send you

The COMPLETE Works of O. HENRY



18 VOLUMES IN ONE!—Everything He Ever Wrote! Completely reset in large easy-to-read type. Over one million words. 1653 pages. Formerly Sold as a Set at \$30.00.

FREE

This Gift Volume Will Show the Kind of Great Books (formerly \$5 to \$25) You Can Now Get for ONLY \$1.50 EACH!

ABSOLUTELY FREE! ALL the works of this supremely great writer whose pen could pack into one surprising sentence more dynamite than most authors can pack into whole chapters!

From New York to California; from our own "States" to the turbulent politics of Central America; from hall bedroom to arrogant mansion; from the depths of human misery to the heights of achievement; no other writer has ever put his finger so surely, so understandingly, on the very quick of life. His tears are real, for he himself knew despair. His wit is brilliant, for he had a civilized sense of humor. His stories grip you as no others can, for they are about you, your neighbor, the people you pass on the street!

Why You Get It Free

Why do we offer you this beautiful volume—containing 287 fascinating stories—without cost? Because it will convince you, as *nothing else could*, that the members of The De Luxe Editions Club are getting bigger bargains in *worthwhile* books than anyone else in America today! For the unbelievably small sum of \$1.50 per month—these members receive, each month, a superlatively bound volume of *permanent* worth formerly costing from \$5.00 to \$25.00!

Typical of the titles and savings enjoyed by members in recent months

are: "Stories of the Great Operas," formerly \$10.50; Chaucer's "Canterbury Tales," in modern English, with 25 full-page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the great marine artist, Gordon Grant, formerly \$20.00. Yet each month's selection costs members **ONLY \$1.50**, plus a few cents postage. **NEVER** more!

How These Savings Are Possible

The average Club selection contains from 600 to 1,000 pages or even more. ("The Complete Works of O. Henry" contains 1653 pages.) Many are lavishly illustrated with photographs, drawings, paintings by acknowledged masters. Each volume is *complete, unexpurgated*.

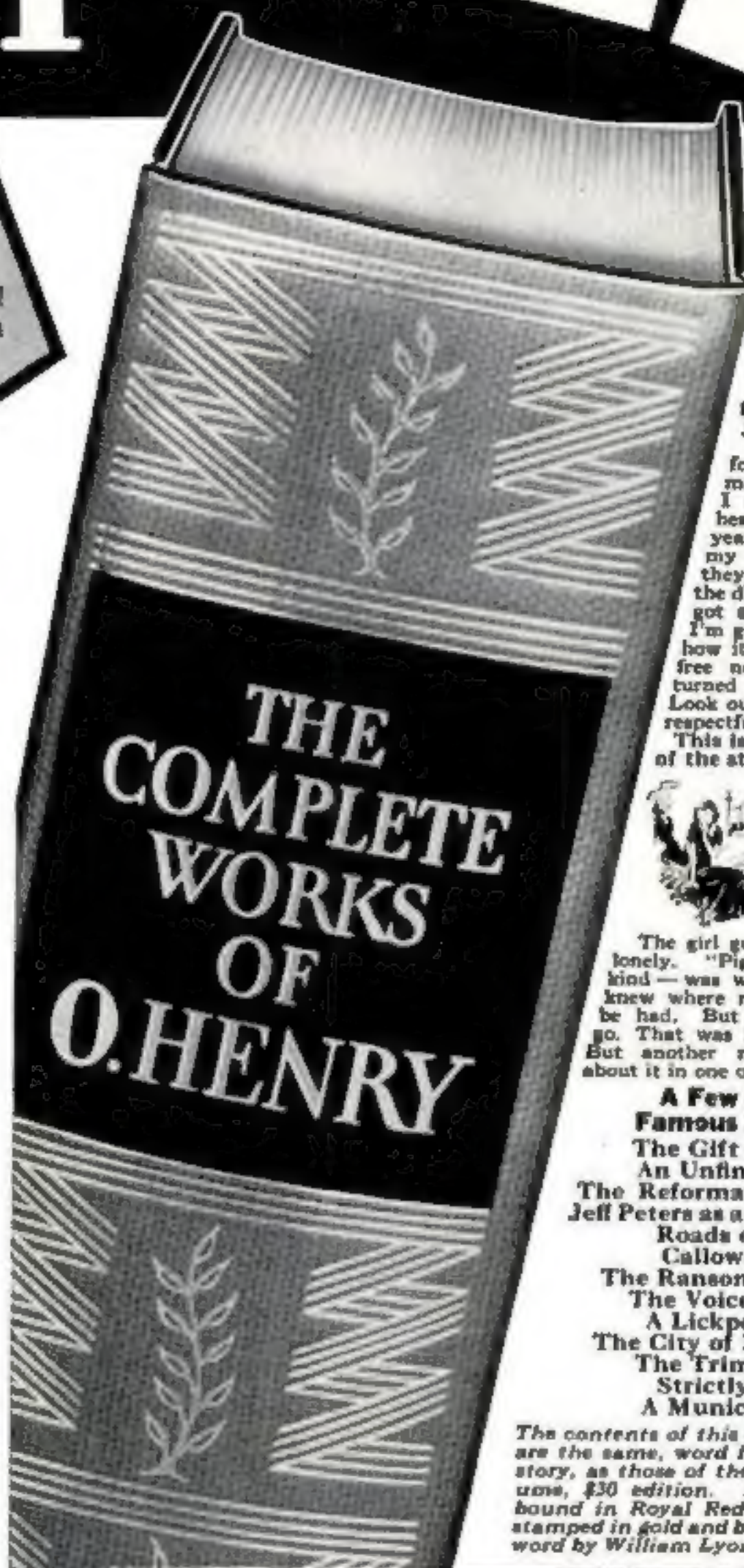
There are three reasons why membership in the De Luxe Editions Club can save you from \$3.50 to \$23.50 on every volume you obtain through it. *First*, America's leading publishers permit us to use the *original* plates in printing these new specially bound De Luxe Editions. *Second*, contemporary authors lend their support by accepting smaller royalties. *Third*, by grouping the purchases of many Members at a time, the Club is assured of editions sufficiently large to avoid unnecessary costs.

SEND NO MONEY

Mail the Gift-Book Coupon below, now, without money, for your free copy of The Complete Works of O. HENRY. With it will come the *current* month's De Luxe selection, and your copy of The Folio, the Club's monthly magazine issued for members *exclusively*. The Folio reviews both the current month's selection and also that of the coming month. Thus you always know *in advance* what the next month's selection will be.

Do not lose this opportunity to obtain The Complete Works of O. Henry **FREE**. Do not miss this limited offer of free Charter Membership. Accept this invitation by mailing the coupon, without money, **NOW**.

THE DE LUXE EDITIONS CLUB, Dept. 5-L., Garden City, N.Y.



WHEN THE RATTLE-SNAKE STRUCK!...

Judge:

When you sent me up for four years, you called me a rattlesnake. Maybe I am one—anyhow, you hear me rattling now. One year after I got to the pen, my daughter died of—well they said it was poverty and the disgrace together. You've got a daughter, Judge, and I'm going to make you know how it feels to lose one. I'm free now, and I guess I've turned rattlesnake all right. Look out when I strike. Yours respectfully, RATTLESNAKE. This is the beginning of one of the stories by O. Henry.



AN UNFINISHED STORY

The girl got \$6 a week—and was lonely. "Piggy"—you know his kind—was waiting downstairs. He knew where music and liquor could be had. But that night she didn't go. That was Lord K—'s doing. But another night—O. Henry tells about it in one of his inimitable stories.

A Few of These Famous 287 Stories

The Gift of the Magi
An Unfinished Story
The Reformation of Calliope
Jeff Peters as a Personal Magnet
Roads of Destiny
Calloway's Code
The Ransom of Red Chief
The Voice of the City
A Lickpenny Lover
The City of Dreadful Night
The Trimmed Lamp
Strictly Business
A Municipal Report

The contents of this one De Luxe book are the same, word for word, story for story, as those of the complete 18-volume, \$30 edition. It is handsomely bound in Royal Red Buckram, richly stamped in gold and black—with a Foreword by William Lyon Phelps.

FREE GIFT-BOOK COUPON

THE DE LUXE EDITIONS CLUB
Dept. 5-L., Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the members' exclusive publication, "THE FOLIO," which reviews the current and forthcoming selections. My membership entitles me to receive each month for an entire year the Club's De Luxe Selection, a book that formerly sold for \$5.00, \$10.00, or even more—but which I am to have for only \$1.50 plus the few cents postage.

In consideration of my enrollment as a Charter Member at this time, you are to send me at once, *absolutely free*, my gift copy of "The Complete Works of O. Henry."

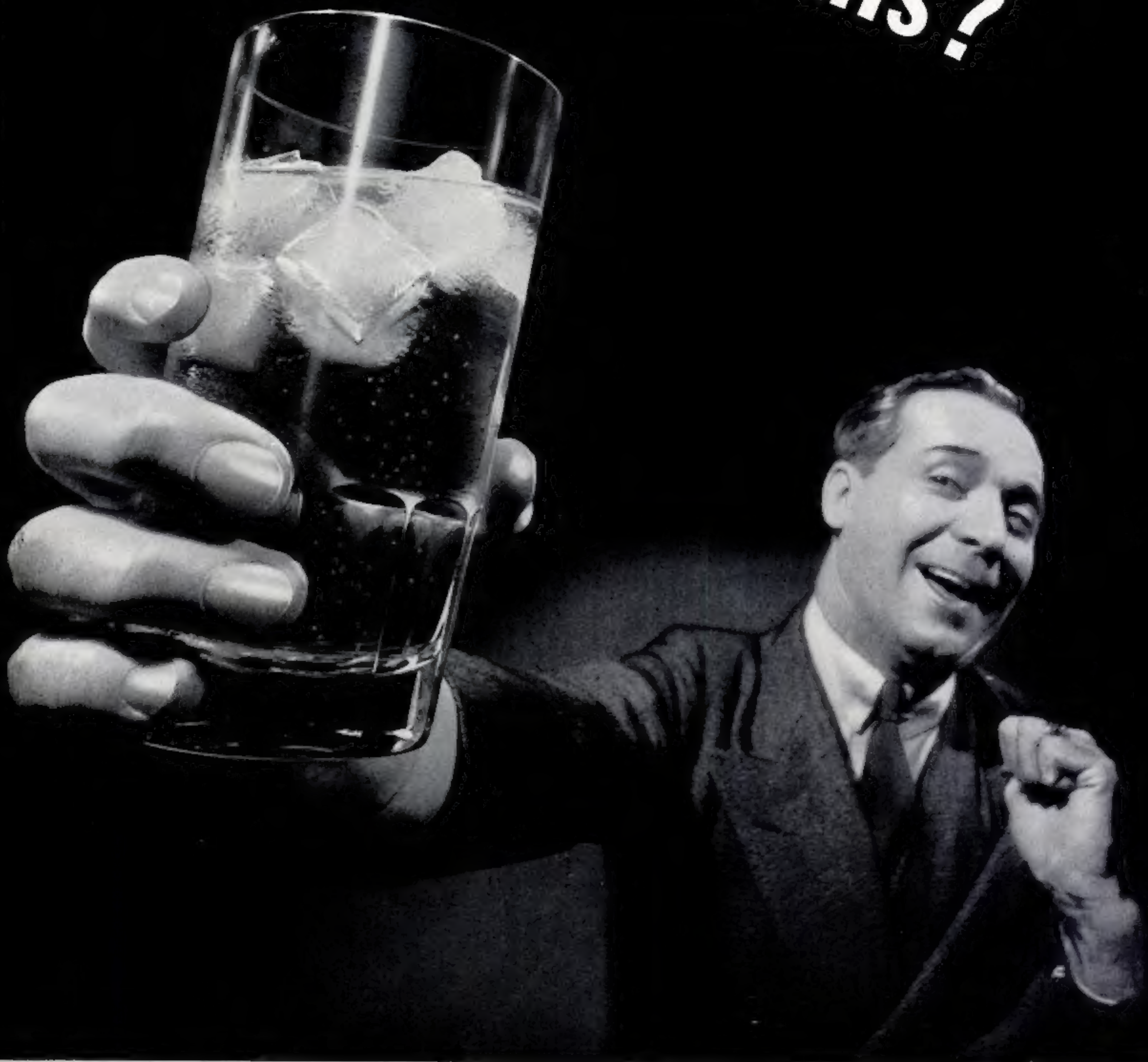
Name _____

Address _____

City _____

State _____

partial to highballs?



make your next drink

GREEN RIVER



Trade Mark Reg. U. S. Pat. Off.

BLENDED WHISKEY — THE WHISKEY WITHOUT REGRETS

OLDETYME DISTILLERS, INC. Main Office: New York, N. Y.

Distilleries located at Maryland, Kentucky and New Jersey . . . 75% grain neutral spirits — 90 PROOF.

STAND UP? THESE PLYMOUTH OWNERS SAY: YOU BET!



WORST ABUSE

(Below) W.H. Kopf's Plymouth takes the hardest kind of a beating from the students of his West New York driving school. He says—"It stands up best of 'All Three' low-priced cars!"



STILL QUIET, POWERFUL—on the day he turned it in on his '37 Plymouth! Says C.E. Blanchard: "No car ever stood up better!"



"TODAY"—my '29 Model Plymouth is still going strong," reports Oscar E. Hurless, Hastings, Mich., "and I've had lowest gas, oil and repair bills straight through!"

RUT ROADS, HILLS—to cover every day—yet Elisabeth Warren's Plymouth gets 20 miles per gallon!



Read These Actual Reports—See How Plymouth Saves You Money

HOW THEY TALK, these happy owners...about their Plymouth cars! Famous features give Plymouth its reliability and long life: a big, rigid X-type frame...all-steel body...super-strong Hypoid rear axle...Floating Power engine mountings...double-action hydraulic brakes.

It's *biggest* of "All Three" low-priced cars—yet owners report Plymouth's big, 6-cylinder engine gives 18 to 24 miles per gallon...uses little oil.

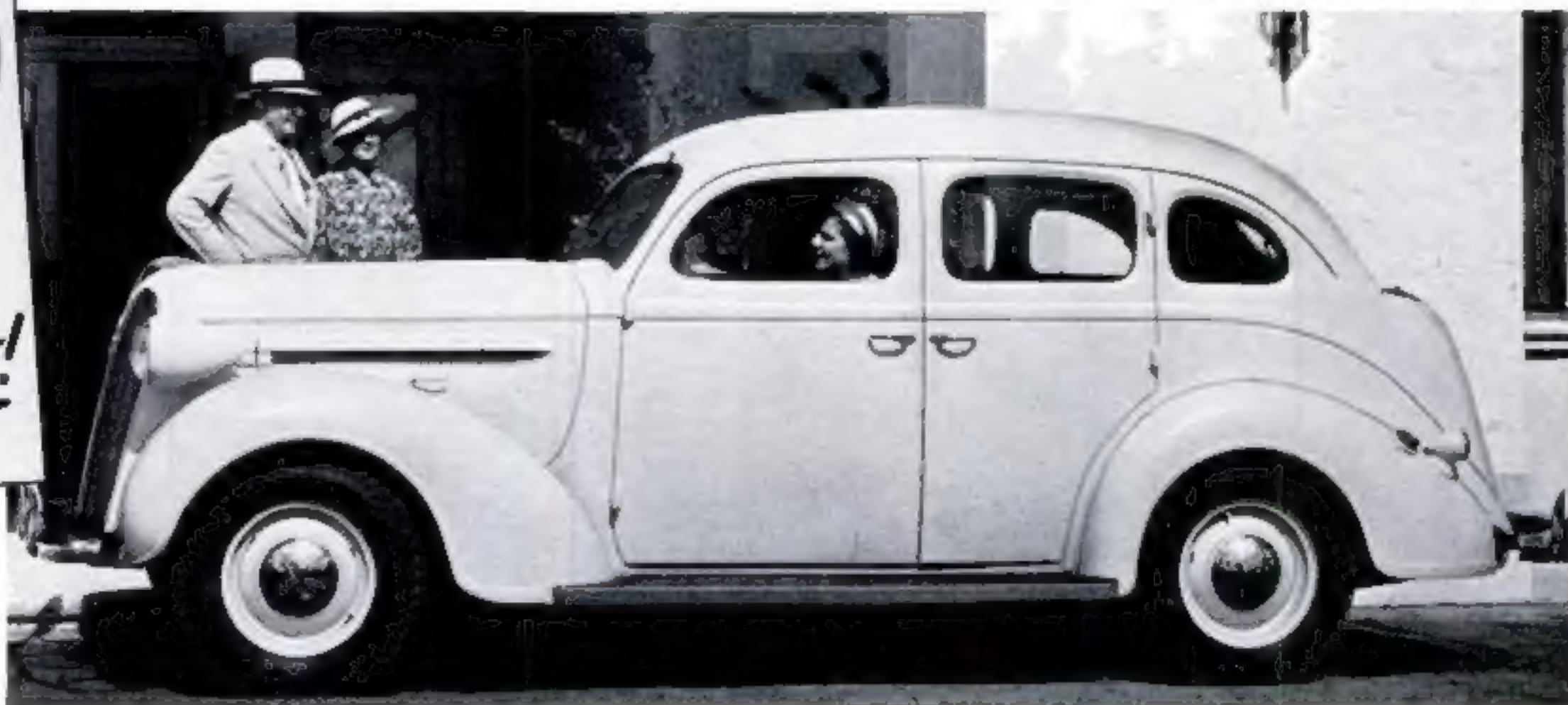
Go to the nearest De Soto, Chrysler or Dodge dealer and see Plymouth. Learn why it's the car that stands up best! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



*The Car that
Stands Up Best!*

"ALL THREE" ARE PRICED ABOUT THE SAME

Plymouth is easy to buy. Commercial Credit Company offers low terms through De Soto, Chrysler and Dodge dealers.



PLYMOUTH BUILDS GREAT CARS

"Sure I'd like to turn it into an attractive new living room, but how can we do it?"

THEN THE "101 IDEA BOOK" SHOWED THEM THE WAY



An old cellar transformed into this attractive Ship's Cabin through the use of J-M Decorative Insulating Board for backwall and ceiling; J-M Hardboard for sidewalls.

WOULD you like to know how to turn an unsightly corner of your cellar into an attractive playroom or living room . . . insulate your house for year-round comfort and lower fuel bills . . . put on a new roof or sidewalls of fireproof and wearproof asbestos shingles . . . modernize an ugly bathroom or dingy kitchen with colorful, gleaming asbestos wainscoting . . . ?

Then send for the 1937 edition of Johns-Manville's famous book, "101 Practical Suggestions for Home Improvements." It's fun to read. It's full of fascinating pictures. And the ideas it brings you are practical; they'll save you a world of time, trouble and money.

Also contains full information on financing home improvements with convenient monthly payments under the terms of the J-M Million-Dollar-to-Lend Plan. The book is FREE . . . mail the coupon.

JOHNS-MANVILLE

BUILDING MATERIALS

SEND FOR THIS FREE IDEA BOOK!

Johns-Manville, Dept. L-5-17, 22 E. 40th St., N. Y. C.

Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐ Insulating Board for building extra rooms ☐ An Asbestos Shingle roof ☐ Cedar-grain Asbestos Siding Shingles ☐ I am planning to remodel my home ☐ I am planning to build ☐

Name _____

Address _____



"You're a lucky girl, Jane—wish we had the money to do our basement over."

"But you have, Sally . . . you'd be amazed how small the monthly payments are."



J-M Home Insulation in Fat-Thick Rock Wool "batte" for new houses—or "blows" into walls of existing homes—keeps rooms up to 15° cooler in hottest summer weather; helps prevent cold, drafty rooms in winter; cuts fuel bills up to 35%.



Cost was low: J-M Asbestos Wainscoting went on over old walls. Three styles were used: the tile design, the unscored color panels and the marbled. All are hard surfaced, easily cleaned, and come in pleasing colors.



J-M Asbestos Shingles for roofs and sidewalls are charming and everlasting. Will not burn, rot, split or wear out; ice and snow will not dislodge or crack them. No heavy repair bills.

LETTERS TO THE EDITORS

Whirls

Sirs:

Your series of pictures covering two whirlpools [LIFE April 19], would have been more interesting if the series had included two similar pictures showing that tornadoes in the two hemispheres revolved alike in opposition; and two pictures of vines (morning glory vines for instance) and two pictures of grapevine tendrils showing that in the two hemispheres they twine alike in opposition.

I have lived in a country where small whirlwinds, from five to twenty-five feet high, were common. I have observed until it seemed useless to observe further that in my locality—in all probability also in this hemisphere—they all revolved counterclockwise.

It sounds like a myth but I have been told that snakes coil alike in opposition.

J. P. WEEKS

Mercedes, Tex.

Windsor

Sirs:

In connection with the Pilgrimage of the Natchez Garden Club of Mississippi, as reported in LIFE for April 26, your explanatory note under one of the pictures reads, "a Pilgrimage objective was the remains of Windsor Castle, once owned by David Hunt, greatest slave and plantation owner in the South, burned by a stray cigar butt." The facts known intimately by my late kinswoman and friend, Miss Nannie Hughes Magruder of Port Gibson, Miss., differ somewhat from your account.

The assumption by many people that the plantation home was named after Windsor Castle is erroneous, as stated specifically by Miss Magruder. The "Weird music" played by the wind as it swept by the capitals of the twenty-four Corinthian columns, suggested the name of "Windsor."

KENNETH D. MAGRUDER
Pittsburgh, Pa.

Old Zulu Fun

Sirs:

Four photos in your issue of April 26 will, I hope re-interest you as much as they surprised me.

The "blurbs" of English newspapers on the coronation using pictures of African natives supposedly preparing for the coming festivities, while amusing to all, were more so to me. If they are preparing, it must be in "Mealie-Mealie-land" the equivalent of "The happy hunting grounds," or they are very aged by now.

The facts are: my late father, Colin F. Robertson, took these pictures among many others over 40 years ago.

My father was official photographer for the Ceylon Government. He later set up business in Pretoria, South Africa and this venture of posing natives made quite a hit at the time and I suppose a number of them were obtained by some London Agency, whose morgue so aptly and appropriately supplies them every decade with something for this or that.

CECIL A. ROBERTSON

Glendale, Calif.

(continued on page 9)

I'm doing the Prescribing Today, Doc...



"YOU NEED A NEW PUROLATOR..."

See how black this oil is? It's full of dirt from the crankcase. Your PUROLATOR kept your oil clean and effective for thousands of miles, but now it can't filter out any more of this dangerous abrasive material. Its reservoir is full. Better let me put on a new PUROLATOR, Doc...it'll save you plenty!"

Listen to the advice of your service man. Automobile manufacturers who install PUROLATORS at the factory give you this protection because they know how dirt, grit, hard carbon and tiny metal particles that get into every crankcase can score and damage the closely fitted moving parts of an engine. They know that a genuine PUROLATOR keeps oil so clean that it even retains its clear color for thousands of miles...and that's one of many reasons why 90% of all filters installed at the factory are PUROLATORS!

Have your garage or service station man check the condition of your oil today. He knows...and can give you a new PUROLATOR in a very few minutes if necessary. If your car is not already PUROLATOR equipped, he can attend to that, too. Motor Improvements Inc., Newark, New Jersey, makers of

PUROLATOR

The Oil Filter on Your Motor Car
LICENSED UNDER SWEETLAND PATENTS

A NEW MONROE ADDING-CALCULATOR

Fastest Producer of Business Figures



MONROE ADDING-CALCULATOR MODEL MA-7

Monroe basic simplicity plus
new automatic features
Series 3, Short-Cut Dials
Electric Dials Clearance
Electric Shift
"Velvet Touch" Bars and Keys
Automatic Division
and
Unbelievably Quiet

Within the first hour an operator uses this new Monroe, she forgets the machine and concentrates on figures. Its operation is subconscious.

How timely an appearance—the fastest producer of useful, accurate answers just when business is needing more and more figures.

Words can't do justice to the speed, the quiet, the easy rhythmic operation of this new Monroe. You should see one at work on your own figures. Just telephone the nearest Monroe branch. Why not do it today? It entails no obligation.

MONROE CALCULATING MACHINE COMPANY, INC. • GENERAL OFFICES: ORANGE, N. J.

"We're tired of leading a second-best life"



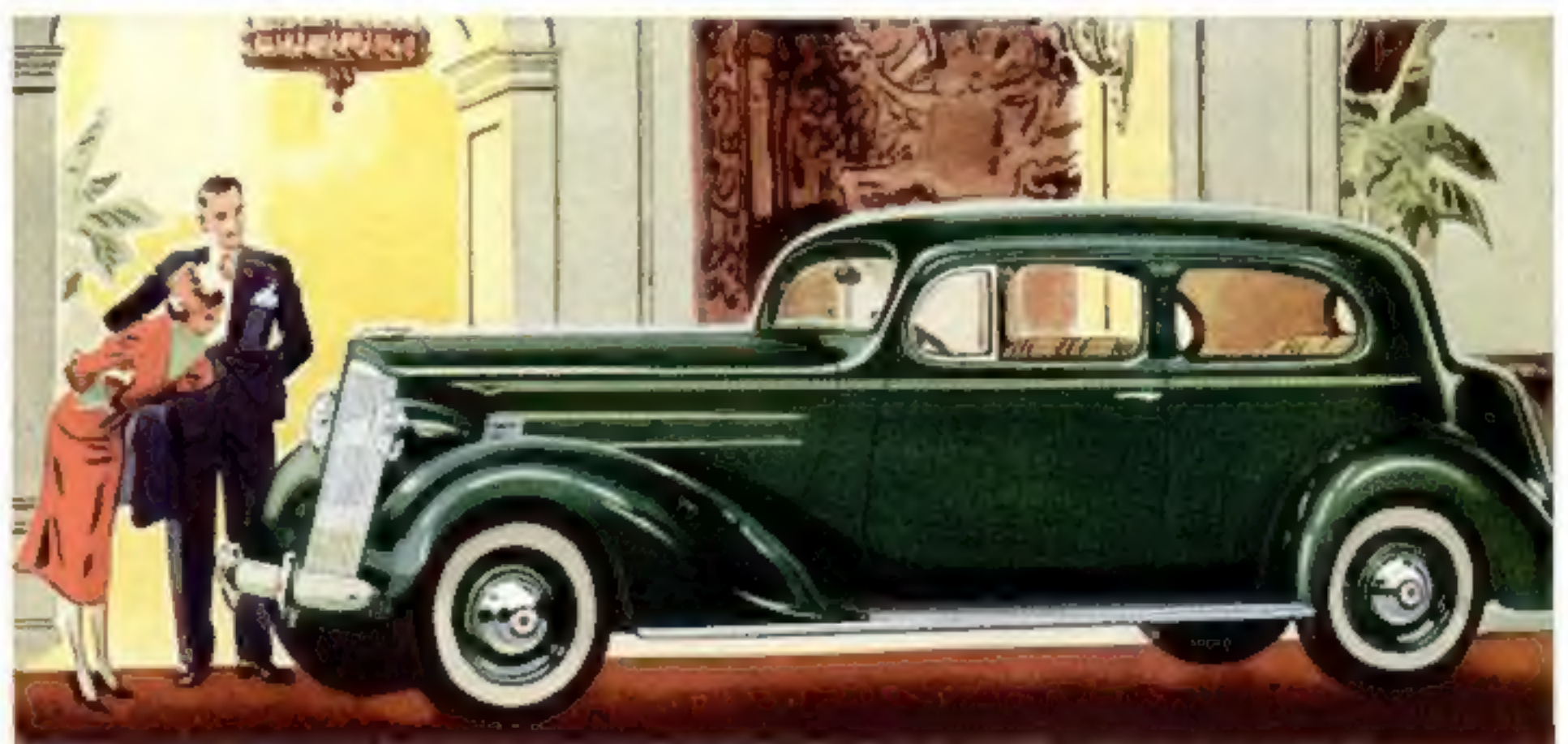
The whole thing started when we were celebrating our wedding anniversary. Suddenly Jane fell silent. Then she spoke. "By the way, young man, what ever happened to all our dreams, and hopes, and ambitions?"

Where are all the fine things we were going to have? Can it be true that we've become content 'with second bests'?"... Shortly, our little party at an end, we went out to the car to drive home.

Looking at our car, we were reminded of what we had said when we were married: "And some day... we'll own a Packard!" This was a good, serviceable, take-you-there-and-bring-you-back car. But it was no Packard.



Yes, we remembered our wedding-day hopes. We decided it was not good for young couples to become content with the second-best things in life. And we made up our minds right then that, by golly, we *would* have our Packard!



Illustrated in the Packard Six, 5-passenger Coupe

Next day we marched down to the Packard show-rooms to see the new Packard Six. We saw that it was a *real* Packard, with the traditionally beautiful Packard lines. We drove it—and found in it all the

verve and spirit only Packard puts into a car. We learned (happy surprise) that the allowance on our old car took care of the first payment, and that the remaining payments were pleasantly easy!



So today—we own our Packard! And life is fuller and richer because of that Packard. Imagination? Perhaps. Psychological? Maybe. But our pride in our Packard is deeper than the usual "new-car pride." We like to be seen in it. And because driving is a thrill again, we're out more, enlarging our world and our horizons, having fun again. Yes, we have our Packard—our dream has come true!

You'll never know how good a Packard is until you drive one! See your Packard dealer, and borrow the new Packard 120, or the new Packard Six. Watch it behave like a living, thinking thing in traffic. Thrill to its long-lived smartness, its distinguished identity! Learn how easy it is now to be the man who owns one!

PACKARD

PACKARD 120 ★ PACKARD SIX

Let your Packard dealer give you complete price information and tell you the easy terms by which you can own a Packard. Ask for booklet "The Business of Buying and Owning a Motor Car," an invaluable guide in the selection of any car.

ASK THE MAN WHO OWNS ONE

**WORN OR
SHODDY TIRES
ARE AS
DANGEROUS AS
A LOADED GUN!**



PENNSYLVANIA TIRES

Today's top value for road-gripping safety, blowout-proof strength, quiet smoothness and long, trouble-free wear... the finest-looking and most modern tires you can buy. • Change to Pennsylvanias!

PENNSYLVANIA
RUBBER COMPANY OF AMERICA, INC.
General Offices and Factory: Jeannette, Penna.



**PENNA
PETE says**
Don't buy
any tires un-
til you've
seen Penn-
sylvanias!

LETTERS TO THE EDITORS (continued)

Marquis' Mentor
Sirs:

I was surprised to read in your issue dated May 8, your editorial regrets for having published the findings of special investigators of the genuine supernatural vision of Patrick Marquis. My surprise is the greater because your regrets seem to be based upon a highly mendacious letter from a Mr. Lewis Browne, an itinerant writer without any scientific training or qualifications.

Opposed to the ill-founded opinions of this man are the signed statements of nine leading members of the Hollywood Hospital staff, the boy was also investigated by the Los Angeles County Medical Association and, on both occasions, was blindfolded by several noted eye specialists whilst I stood some twenty feet away.

If Dr. J. B. Rhine came out here especially to investigate this case he must have lost sight of his objective before arriving, for he made no tests of the phenomena which you published. He seemed chiefly interested in the social engagements I arranged, and in revealing to me the various card tricks he plays with his students, alleged to reveal extra-sensory perception.

Dr. Rhine's interest in Pat Marquis' phenomena seemed limited to putting on some opaque goggles which we now never use, and convulsing his own face which Pat never did nor does, and eventually thereby Rhine obtained slight glimpses without the use of adhesive. However, when Mr. Hamlin Garland blindfolded Rhine in the same manner as he had Pat Marquis, Rhine could see nothing whatever. If Lewis Browne had any such childish success it was never in the presence of any of us.

To say that I ever suggested that my medical colleagues or myself could have been mistaken as to the supernatural nature of Pat's phenomena is a deliberate and vicious untruth. I never contradict the erroneous conclusions of superficial and amateurish observers, as I refuse to be drawn into vulgar and futile arguments.

I therefore suggest, for the sake of your editorial sagacity and the honor of your Western correspondents and cameramen, that you appoint a commission of impartial and unacquainted investigators to determine not what Pat cannot do, but what he can do and has done for you. I shall be glad to co-operate.

Moreover, I am of the opinion that this is the least you can do to prove that neurologists of thirty years ethical standing are not in the habit of playing imbecile tricks without hope of reward, either to make a fool of a newspaper or to help certain types of writers to advertise themselves.

CECIL E. REYNOLDS,
M.D., D.P.H.

Glendale, Calif.

Obviously LIFE cannot undertake to determine the scientific authenticity of Pat Marquis' performance at "blind sight." That controversy must be settled between Dr. Reynolds and his critics—ED.

CARTER MAKES A "Grand Slam" IN **ink**

Flying geese on the label identify Carter's Permanent Midnight Colors: Blue, Blue-Black and Black.



**NEW CARTER
FORMULAS GIVE YOU
EVEN FINER INKS...**

QUICKER STARTING
You don't have to "shake" ink loose—no overpressure on pen point before you write. Saves time—and temper, too.

SMOOTHER FLOWING
Whether your writing is fast, slow or cursive—Carter's keeps pace with it. Ink doesn't clog pen point. Friction pen to paper is flow, evenly—writing strokes keep consistent throughout.

FASTER DRYING
You can actually see it dry. Cuts down the risk of messy blots and smudges. Particularly helpful when writing in check or notebooks—any place where quick-drying ink is essential.

RICHER COLORS
Color, like penmanship, adds a note of distinction to your writing. Each Carter color has been enriched "tuned up." And Carter offers an unusually wide selection.

You can "spot" these finer inks by Carter's colorful new labels.



Carter's Washable Inks (Blue and Black) have the tropical fish on the label. Washes right off if it gets on your fingers... clothing.



Carter's Colored Inks are identified by this stunning ship and sunset design. ALL CARTER CUBES COME IN EXTRA-HIGH 20c, 15c, 10c, 5c SIZES.

This Carter "Cube-Stand" with a 10c Cube of Carter's finest fountain-pen ink—both for 39c—with a 15c Cube, 44c.



Other Carter "Cube-Stands" from 20c to \$1.00.

CARTER'S INK

FINEST FOR FOUNTAIN PENS
Also Adhesives, Carbon Paper, Typewriter Ribbons, Fountain Pens

Top-Hat LUXURY

FOR SMALL HOME POCKETBOOKS

You, and you, and you can now enjoy complete winter air conditioning in your own home. No longer is it a luxury only for the wealthy few.

For the new Bryant Gas Winter Air Conditioner costs no more than any good automatic heating plant. *And you get so much more for your money.*

The new Bryant does everything a winter air conditioner *must* do to be worthy of the name:

(1) heats, (2) circulates, (3) humidifies, and (4) filters the air.

Product of Bryant's 30 years of pioneering experience, this newest Bryant does all these four things automatically, economically—does them *better* than they have ever been done before.

Bryant USES GAS—the Modern Fuel

Only gas can produce such clean, completely controlled, carefree, winter air conditioning. Only the new Bryant—employing entirely new operating principles regulated by the new Bryant controls, uses gas so economically, so effectively, to produce the air conditions that

are correct *health* conditions.

Before you build, remodel, or order a new heating plant of any kind, get the facts about the new Bryant. There's a size for every job. And your inquiry places you under no obligation of any kind.

THE NEW
BRYANT
GAS FIRED
WINTER AIR CONDITIONER

Let the Pup be Your
Furnace Man, and
Weather Man, Too!



BRYANT

Gas Heating and Air Conditioning

GET THE FACTS! Write your name and address below. Tear off and mail to The Bryant Heater Company, 17840 St. Clair Avenue, Cleveland, Ohio.

MAKE YOUR TEETH SHINE LIKE THE STARS!

"Calox has always seemed gentle and soft — pleasant to use. And it does polish beautifully. No wonder it's so popular in Hollywood."

Olivia de Havilland



OLIVIA de HAVILLAND

glamorous Warner Bros. star, now appearing in the new Cosmopolitan Production... "CALL IT A DAY."

"ARE a movie star's teeth really as lustrous as they look on the screen?"...people often ask.

Yes, they are. They have to be. The camera is cruelly honest—teeth have to shine *naturally*.

So choosing a dentifrice is serious business in Hollywood. Repeatedly, the choice is *Calox* Tooth Powder.

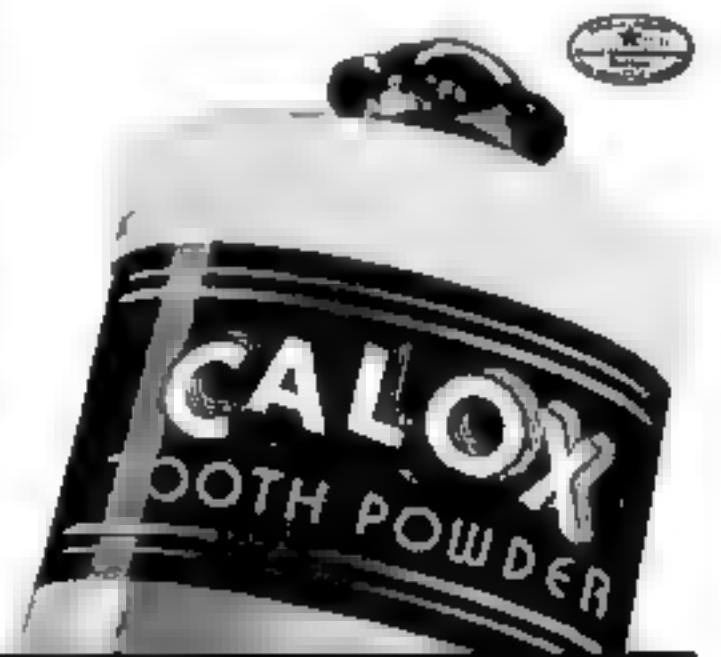
Take a cue from Hollywood. Brush your teeth as movie stars do! Change to Calox—and watch teeth *brighten*!

WHY HOLLYWOOD SAYS "O.K."

1. GIVES "HIGH-LISTER" POLISH. Five cleansing and polishing ingredients get to work!
2. DOUBLE SAFE BECAUSE IT IS...DOUBLE SIFTED through 100-mesh screens. It cannot contain any grit or particle.
3. RELEASES OXYGEN. Oxygen is Nature's own purifying agent.
4. NAME WITH PRESCRIPTION CARD BY McKesson & Robbins who have supplied drugs to physicians since 1833.

McKESSON & ROBBINS, INC.

"LIGHTS!" Powerful 2000-watt lights are poured on the star's face and teeth. Would your teeth register pure—flawless in such a test? Countless experiences like this teach so many stars to use Calox Tooth Powder.



FREE!

Generous Trial of
Favorite Dentifrice
of Hollywood Stars

McKesson & Robbins, Inc., Fairfield, Conn. Dept. W-1.
Please send me free a week's trial of Calox Tooth Powder.

Name _____

Address _____

You can earn a saving on Automobile Insurance . . . by driving carefully



MORE THAN 140,000 responsible people are saving a substantial part of the cost of their Automobile Insurance by qualifying for membership in the Liberty Mutual Careful Driver Plan.

They save money because Liberty Mutual will not insure reckless, irresponsible car-owners. Only about one out of every five car-owners can qualify for this preferred insurance, under our strict but fair membership rules, but those who do have made very substantial savings.

There are three reasons why Liberty Mutual can provide preferred protection at lower cost:

1. FEWER ACCIDENTS. Liberty Mutual selects policyholders with great care. This is proved by public records, which show that our policyholders cause fewer accidents. This means

that a smaller part of your insurance premium is needed to pay for accidents caused by dangerous drivers.

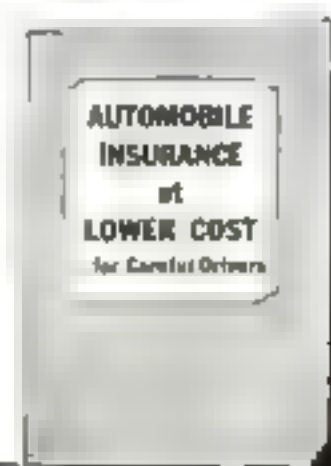
2. LOWER EXPENSES. Liberty Mutual sells direct—through full-time, salaried employees. This means that you do not have to pay a large commission just to buy and renew your Automobile Insurance policy each year.

3. CASH DIVIDENDS. Because we have always had low losses and low expenses, we have become a strong institution—with more than \$47,000,000 in resources. This means that we can pay fair claims promptly and fairly; that we have a national organization of skilled investigators and adjusters—to keep you out of court and out of trouble.

It also means that our plan saves you money, because we return our savings to policyholders in cash dividends. This is what is meant by *mutual* insurance. Every year for 25 years we have returned dividends of at least 20% of premiums—saved our policyholders more than \$52,000,000.

SEND FOR FREE BOOKLET

Write for this new and important booklet. Should be read by every responsible car-owner. It tells how the Liberty Mutual Plan works—how you may qualify—how we can serve you well from coast to coast—how much you may save—describes the convenience of our Deferred Payment Plan. Mail the coupon today. No obligation.



LIBERTY MUTUAL
INSURANCE COMPANY



Home Office: Boston
Nation-wide service

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written by United Mutual Fire Insurance Company

LIBERTY MUTUAL INSURANCE CO.
31 St. James Avenue, Boston, Mass.

L-5-17

Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance, also facts about your convenient Deferred Payment Plan for responsible car-owners.

Name

Business Address

Town where car is kept

Make of Car No. of Cyls

Body Type Make Year

SPEAKING OF PICTURES...



This laughing Roosevelt, taken in 1912 when T. R. was named Bull Moose nominee for President, reflects the toothiness so dear to cartoonists. Snapped for Brown Bros. by Charles Duprez, it originally sold for \$5, currently sells for \$10, has earned over \$1,500.



This laughing cat, also apparently the recipient of good news, has been featured innumerable times on calendars, cards and novelties since 1925 when a Chicago amateur brought it to the office of Underwood & Underwood, who recall neither his name nor the cat's.



"Sunset Over Manhattan," taken by Aerial Photographer Robert A. Smith in October, 1931 for Fairchild Aerial Surveys, the biggest aerial survey company in the country,

has earned some \$2,000 since the *New York Times* paid \$15 to run it as a half-page spread in their Sunday rotogravure section. A refreshingly unhackneyed version of

a hackneyed scene, it is one of the world's great aerial pictures, has been printed in innumerable magazines and newspapers. Note how small the blimp in foreground looks.

... THESE ARE ALL IN GREAT DEMAND

Best-selling photographs, like best-selling books, achieve a wide circulation and hence are a source of continuous revenue over a period of years. The Macmillans and the Duttons and the Doubleday Dorans and the Simon & Schusters of the camera world are picture agencies like Acme and International and Wide World and Associated Press and Brown Bros. and Underwood & Underwood. Some specialize in News, others in Beauty. Most valuable photographic property today, combining both News and Beauty, consists of the Dianne Quintuplets for which Time Inc. has the exclusive magazine rights (see page 36 et seq.). But this century has seen many another best-selling photographic subject, some prime examples of which are shown on these pages.

"Most popular" pictures, as a glance at these pages will show, have no common denominator in point of subject. The quality which saves a picture from a brief appearance in a particular newspaper on a particular day for the comparative immortality of recurring appearances over several decades may be its humor or its horror or its historical significance or its sheer beauty—or perhaps, since these qualities are to some extent shared by many a picture which no one especially recalls, some such intangible as produces a best-selling novel where it is least expected. The Mayor Gaynor and *Vestris* pictures shown herewith are obviously outstanding on their agencies' lists, but just why the ecstatic cat opposite should outrank all other ecstatic cats in popularity is something only cat lovers can explain. Picture agencies are no great hands at statistics, but this is a representative sampling of the photographs for which they are conscious of the greatest demand. Look them over and see what the camera-minded U. S. public, year in and year out, likes most to see.



Grand Central Station sounds like a humdrum subject but in 1925 Ewing Galloway caught this cathedral-like effect which has since embellished many a textbook of photography, furnished material for many an editorial indicating that beauty is not confined to Chartres.



The shooting of Mayor William J. Gaynor in New York in 1910 was recorded by Bill Warnecke, then a N. Y. *World* photographer and now on the *World-Telegram*, who was on hand to see Gaynor sail for Europe. The Mayor lived three years longer, Warnecke got a \$50 bonus.

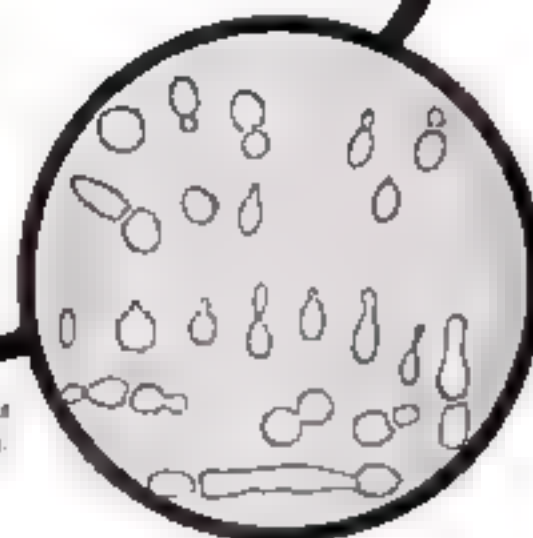


The sinking of the *Vestris* in 1928 was recorded for posterity by Fred Hanson, a steward, who took this remarkable picture with an \$8.50 Hawk-Eye camera. He sold it to the N. Y. *Daily News* for \$1,000. It is probably the most famed shipwreck picture in existence.



AT LAST—THE TRUTH ABOUT DANDRUFF AT LAST—A METHOD THAT WILL CURE!

Pityrosporum ovale which causes dandruff may be many times



Ten years' research shows queer bottle-shaped germ, called *Pityrosporum ovale*, causes dandruff. Listerine treatment brings quick relief to 76% of patients in New Jersey clinic.

ARE you troubled with dandruff? Itching, burning scalp? Lifeless or falling hair? If so, remember

Instead of merely treating the *symptoms* of dandruff, you can now attack the *cause* with Listerine Antiseptic

Instead of momentarily ridding scalp surfaces of dandruff accumulations, you may now look for quick and more lasting relief and, in many cases, complete cure.

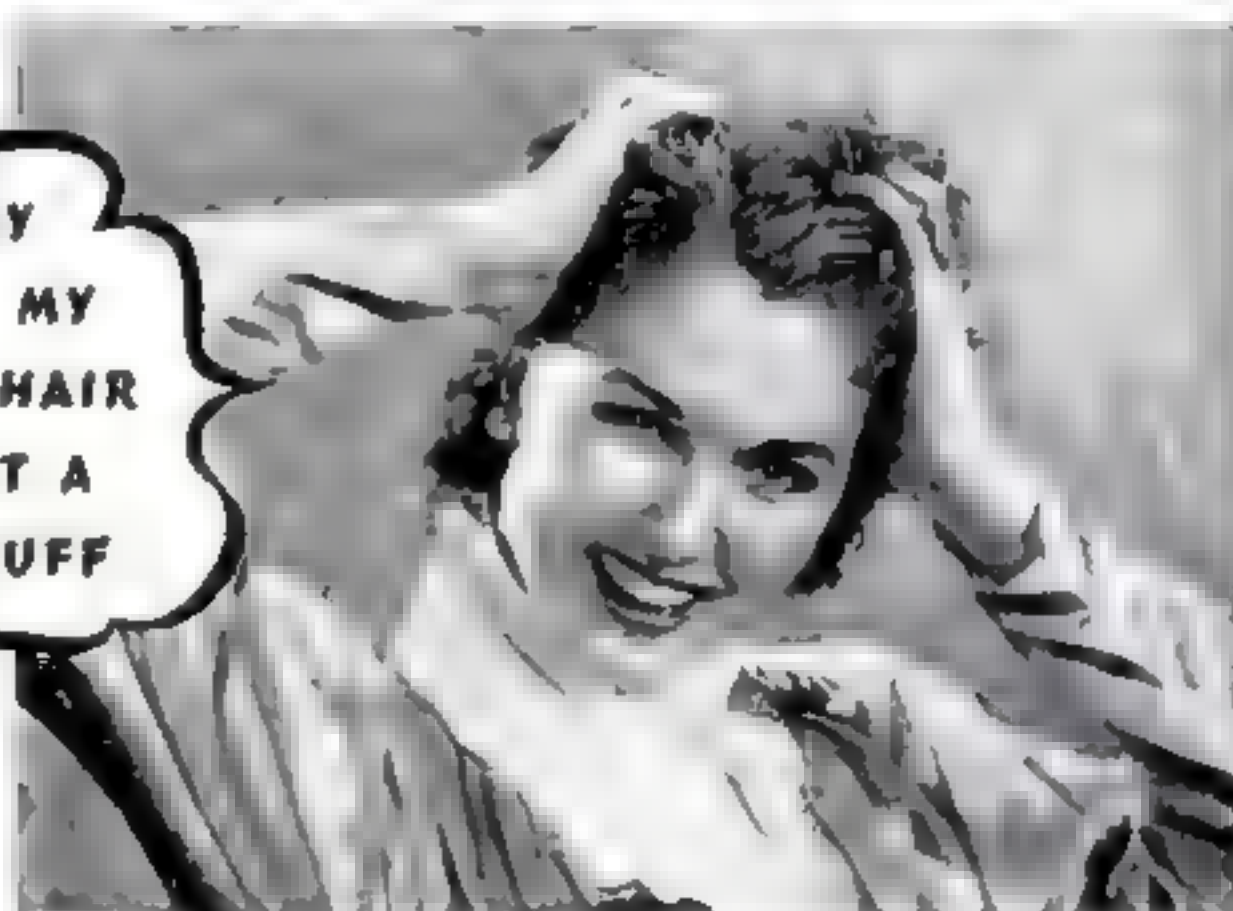
These benefits are now possible following one of the most searching studies ever undertaken on the subject of dandruff. It revealed the true cause of dandruff and a successful method of treating it.*

Pityrosporum Ovale Causes Dandruff

In this study, test tube and microscope proved that a savage little bottle-shaped germ, called *Pityrosporum ovale*, caused dandruff. It is always present on the scalp, in hair follicles, and dandruff scales.

No less important to you than this startling dis-

I LOVE THE WAY
LISTERINE KEEPS MY
SCALP SWEET, MY HAIR
IMMACULATE—NOT A
TRACE OF DANDRUFF



IT'S WONDERFUL HOW
QUICK LISTERINE STOPS
THAT AWFUL SCALING,
ITCHING, AND BURNING



covery are the results of prolonged clinical research on the treatment for dandruff. First, rabbits suffering from dandruff were treated on one side only with Listerine Antiseptic. Within an average of 14 days, there was complete cure of dandruff on the sides treated with Listerine. On the sides not thus treated, dandruff was in evidence nearly a month later.

76% Got Relief

In a midwestern and an eastern skin clinic, definitely satisfactory results were obtained on men and women suffering from dandruff. In the midwestern clinic, a substantial number of those using Listerine once a day, obtained marked relief in the first two weeks. In some cases a complete cure was noted in from three to eight weeks.

In the eastern clinic, 76% of the patients who had used Listerine twice a day showed marked improvement in or complete disappearance of the symptoms of dandruff within three weeks.

These brilliant results were accomplished on cases more advanced, in many instances, than the average dandruff case.

Be Patient, It's Deep-Seated

If you have any evidence of a dandruff condition, start today with full-strength Listerine once or twice a day. After applying Listerine, massage the scalp and hair vigorously.

Listerine surrounds each hair, penetrates infected hair follicles, attacking *Pityrosporum ovale*. As Listerine spreads its soothing medication over the troubled scalp, note how wonderfully fresh and clean, how healthy, vigorous and full of life both

hair and scalp feel. See how quickly unsightly scales and flakes are removed.

We caution you not to expect the overnight miracles promised by remedies which have never been put to clinical test. Dandruff is a germ disease and like all germ diseases requires persistent treatment. Listerine's marked curative properties are due to certain ingredients in a unique combination shared by no other antiseptic.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

*For many years an odd bottle-shaped germ, *Pityrosporum ovale*, had been suspected of causing dandruff. No bacteriologist, however, had been able to isolate it and keep it sufficiently alive for dandruff experiments. Where older men had failed, modern technicians succeeded. *Pityrosporum ovale* was not only isolated and kept alive, but produced dandruff, by inoculation, in rabbits, guinea pigs, and man. From the dandruff thus artificially created, *Pityrosporum ovale* was re-isolated and again, by inoculation, produced dandruff. This sounds like a simple accomplishment, but actually it required years of application.



LISTERINE

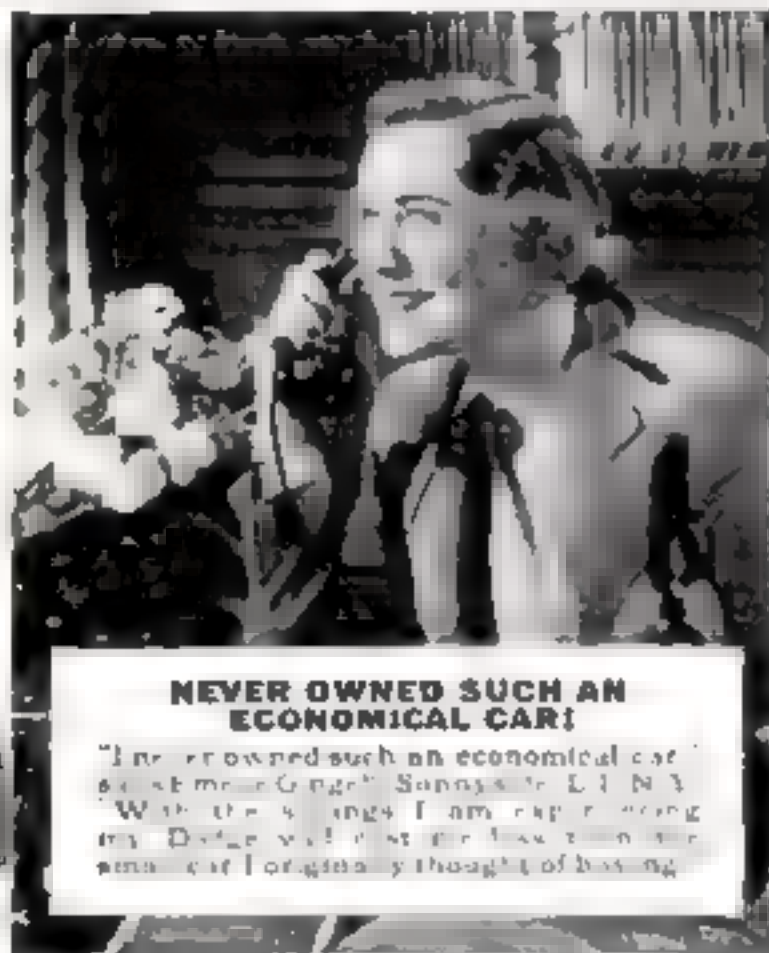
Once a day... for Dandruff

THESE NEW OWNERS TELL WHY THEY *SWITCHED* FROM OTHER MAKE CARS TO DODGE!



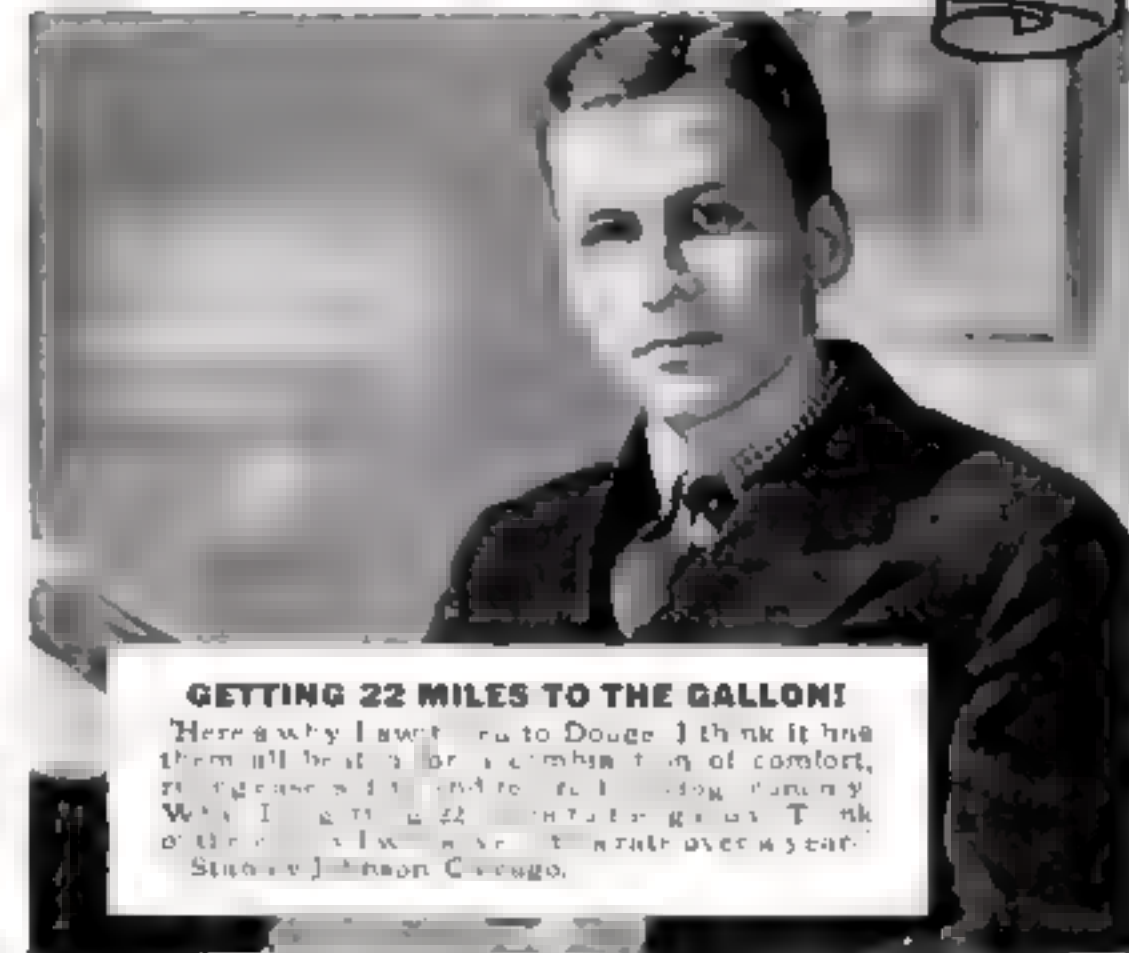
EVERYTHING ANYONE COULD WANT IN A MOTOR CAR!

"My Dodge gives me everything any one could ever want in a motor car," says Mrs. Shirley Walker, San Francisco. "And I can give it to my children. The way it's built in and out, it is going to last in a smaller car in the long run."



NEVER OWNED SUCH AN ECONOMICAL CAR!

"I never owned such an economical car," says George Spony, of L.I.N.Y. "With the savings I am expending my Dodge will last me twice as long as a smaller car I originally thought of having."



GETTING 22 MILES TO THE GALLON!

Here's why I switched to Dodge. I think it has them all beat in its combination of comfort, performance and fuel economy. I am getting 22 miles to the gallon. I think I will save a lot of money over a year. Stanley Johnson, Chicago.



RIDE SAFELY!...RIDE QUIETLY!... The new Dodge safety all-steel body is anchored to the frame in noise-proof mountings of rubber that silence road noises—eliminate body "rattle" and "drumming." New Dodge bodies are also insulated with five different kinds of sound-deadening material. You ride in comfort, free from rattling noise, in the new sound-proofed Dodge!

GENUINE HYDRAULIC BRAKES! You get safe, smooth, level stops with Dodge genuine, equal-pressure, hydraulic brakes—time tested and proved—the world's finest brakes!



Saved Money Right From the Start on Gas, Oil, Tires and Upkeep, They Report!

Pointing out sensational gasoline and oil economy...citing additional savings on tires, lubrication and general upkeep...motorists all over America tell how the big, new Dodge saved them money from the very start, and that their savings are mounting steadily the longer they own and drive this greatest of all money-saving Dodge cars!

As Mrs. Walker, above, so aptly states, "The way it is saving on gas and oil alone, it is going to cost me less than a smaller car in the long run!" And the thousands of new Dodge owners who switched this year from small, competitive make cars to Dodge agree...say that anyone who can

afford a small car can afford the big, new Dodge!

And think of the wealth of extra-value features Dodge gives you...new "Silenced Ride!"...new "high-safety" interiors!...luxurious Chair-Height seats!...even stronger safety all-steel body!...genuine hydraulic brakes—the world's finest brakes!

Be sure to see this great, new Dodge—today! Ride in it! Drive it! Check it point for point, feature for feature, price for price, with any other car you might have been considering! Learn how you, too, can switch to Dodge and save money!

DODGE

Division of Chrysler Corporation

Try in on Major Shows, Columbia Network, every Thursday, 9 to 10 P.M., E.D.S.T.

SWITCH TO DODGE AND SAVE MONEY!

DELIVERS NOW FOR JUST A FEW DOLLARS MORE THAN THE LOWEST-PRICED CAR! Easy terms gladly arranged to fit your budget, at low cost through Commercial Credit Company.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED UNDER PAN AMERICAN COPYRIGHT CONVENTION. COPYRIGHT, 1937 BY TIME INC.

Letters to the Editors	8
Speaking of Pictures	12
The Derby	19
LIFE on the American Newsfront	24
Movie of the Week: Woman Chases Man	32
150 Pianos	34
The Quins	36
John Kane, House Painter-Artist	44
Burmese Cremation	50
A Giant Panda Grows Up	56
The Camera Overseas	63
British Character	66
Cigar Testers	68
Private Lives	72
Girl Gaffer	78
LIFE Goes to a Party	82
Pictures to the Editors	87

The cover and entire contents of LIFE are fully protected by copyright in the United States and in foreign countries and must not be reproduced in any manner without written permission.

THE FRONT COVER IS A PHOTOGRAPH OF THE QUINS. WORLD COPYRIGHT, 1937, NEA SERVICE INC.

EDITORS: Henry R. Luce, John Shaw Billings, Daniel Longwell, John S. Martin.
PHOTOGRAPHERS: Margaret Bourke-White, Alfred Eisenstaedt, Bernard Hoffman, Thom. D. McAvoy, Peter Stackpole, William Vandivert.

ASSOCIATES: Rachel Albertson, Charles Breasted, Francis E. Brennan, Alan Brown, David Curt, Geoffrey T. Hejman, Wilson Hicks, Dorothy Hoover, Joseph Kestner, A. K. Mills, Willard D. Morgan, Paul Peters, Howard K. Richmond, Joseph J. Thorndike, Jr.

CIRCULATION OFFICE: 350 East 22nd Street, Chicago, Illinois.

U. S. EDITORIAL AND ADVERTISING OFFICES: 135 East 42nd Street New York London Editorial Office: Dean House, 4 Dean Street, London. Paris Editorial office: 52 Avenue des Champs Elysees, Paris.

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same, either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, 135 East 42nd Street, New York.

SUBSCRIPTION RATES: One year in the U. S. and Possessions, \$4.50, in Canada, \$5.00.

ERRATUM: IN THE LAST SENTENCE OF THE MAIN CAPTION ON PAGE 37, DUE TO A TYPOGRAPHICAL ERROR, THE WORD "SEPTIC" APPEARS WHERE "ASEPTIC" IS MEANT. —ED.

SUBSCRIPTION ORDER FORM

PLEASE SEND A YEAR OF
LIFE \$4.50*

TO: NAME _____
Please Print

ADDRESS _____

CITY _____ STATE _____

AND SEND THE BILL TO

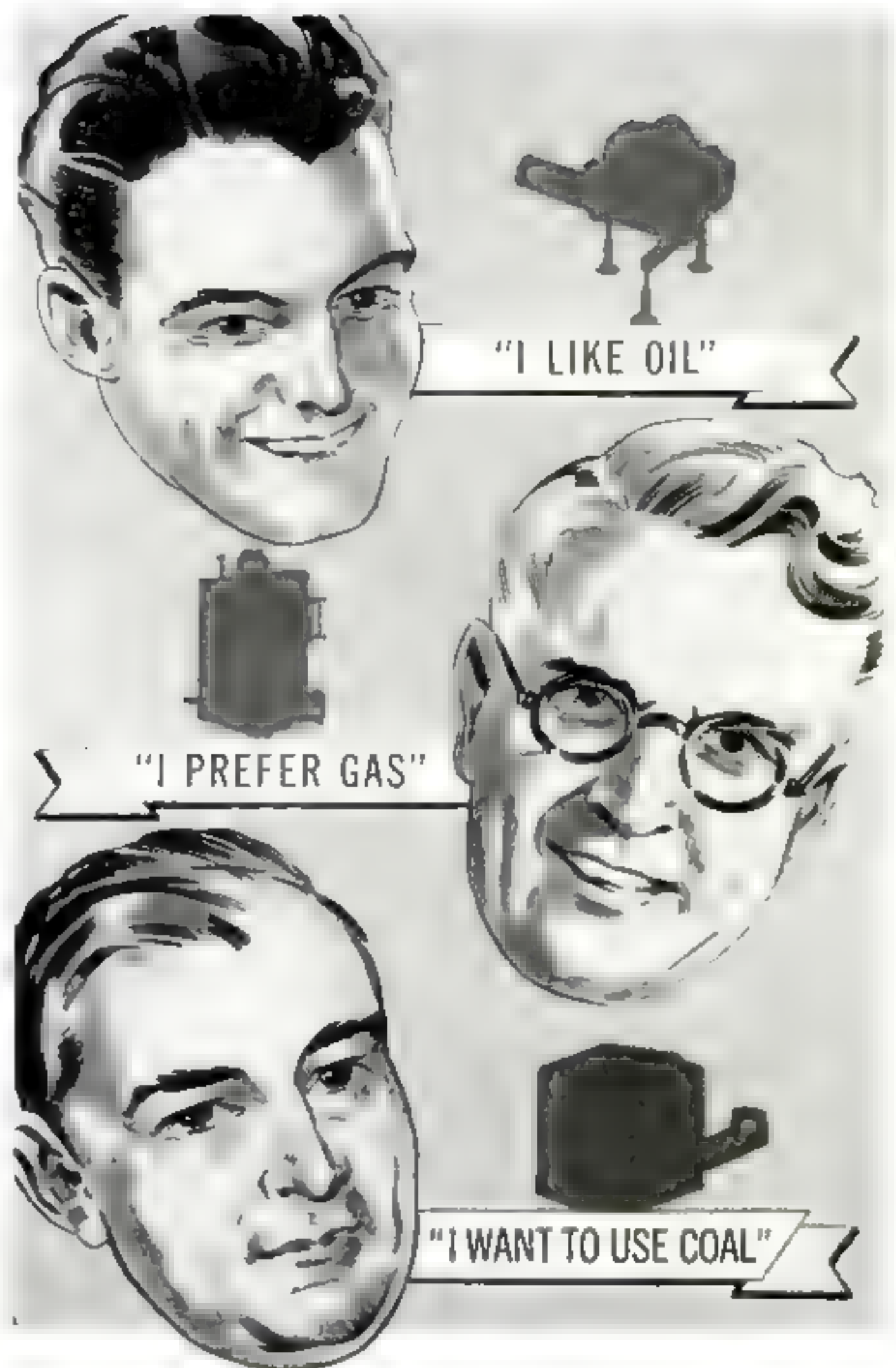
NAME _____
Please Print

ADDRESS _____

CITY _____ STATE _____

MAIL THIS TO LIFE, 350 EAST 22ND ST., CHICAGO

*Canadian Postage 50¢ Extra



KELVINATOR PROVIDES AUTOMATIC HEATING EQUIPMENT FOR THE FUEL OF YOUR CHOICE

Let Kelvinator bring the many advantages of automatic heat into your home! Enjoy the luxurious convenience of a heating plant that runs itself. Get the fuel-saving advantages of the same types of equipment used in Kelvin Home. The Kelvinator Automatic Heating Distributor in your city will gladly show you the most efficient types of oil, gas or coal-burning equipment for every need of modernization or new construction. See him today, or mail the coupon.

Kelvinator

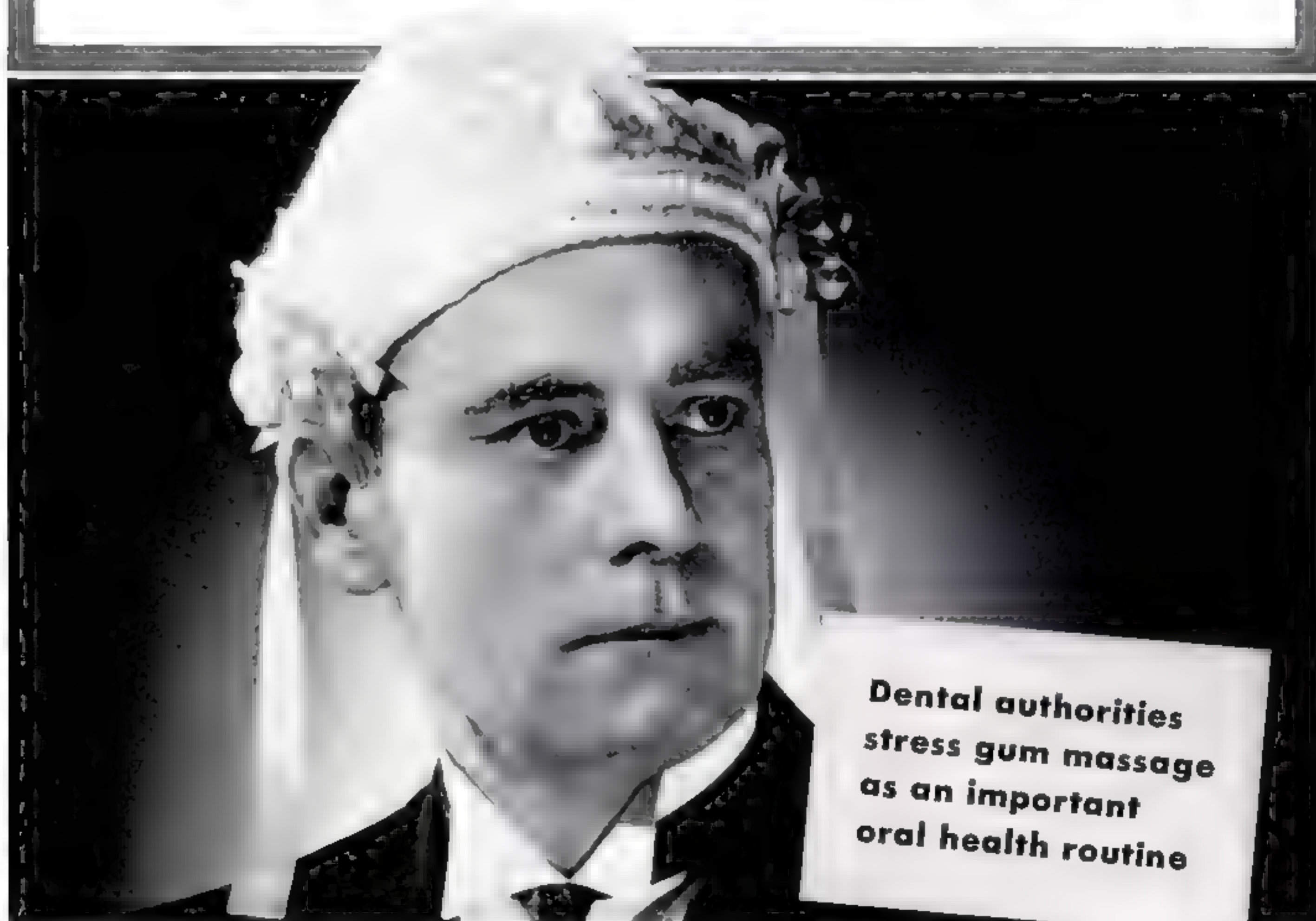
AUTOMATIC HEATING AND RESIDENTIAL AIR-CONDITIONING

KELVINATOR Division of Nash-Kelvinator Corp. Detroit, Michigan	I prefer _____ oil _____ gas _____ coal _____
Name _____ I am _____ I should like more information about Kelvinator Automatic Heating Equipment.	Address _____ City and State _____

1-5-37

Still in the Cradle Age

about the modern care of teeth and gums



Dental authorities
stress gum massage
as an important
oral health routine

**Don't neglect "Pink Tooth Brush"...
Guard against becoming a "Dental
Cripple"... Change to IPANA and
Massage Today**

THOUSANDS of school children—even youngsters in the primary grades—are better informed than their parents about the proper care of teeth and gums. A surprising statement but really a moderate one—and easily explained!

For, thanks to the splendid work of modern teachers, in many classrooms all over the country youngsters are being drilled in the

importance of massage to sound teeth and healthy gums.

The lesson is simple, reasonable, practical! Briefly, these are the facts:—

- Our modern menus do not give our gums the natural work they need. Soft, creamy, well-cooked foods deprive them of stimulation, allow them to become tender. Gums grow lazy. They grow weak and flabby. And often that tinge of "pink" appears.

At the very first tinge of "pink" upon your tooth brush, see your dentist. He may find your gums in serious condition. But he is far more likely to find just a common case

of too much soft food—gums robbed of the work they need by our modern menus—gums grown lazy, tender and sensitive. And his advice will usually be "Better care, more work"—and very often "the healthful stimulation of Ipana and massage."

For Ipana is designed not only to keep your teeth clean but, with massage, to help tone and strengthen your gums. Massage a little extra Ipana into your gums every time you brush your teeth. Gums grow stronger, more resistant. New circulation within the gums brings them a new firmness. Your teeth will be brighter, your mouth healthier, safer from trouble—with Ipana and massage.



LISTEN TO "Town Hall Tonight," starring Fred Allen. Every Wednesday, N.B.C. Red Network, 9 P.M., E.D.S.T.

IPANA

Tooth Paste



LED BY WAR ADMIRAL, THE KENTUCKY DERBY FIELD OF 20 CRACK THREE-YEAR-OLDS RACES PAST THE JUDGES' STAND THE FIRST TIME AROUND

SAMUEL D. RIDDLE'S WAR ADMIRAL WINS 63RD KENTUCKY DERBY

The Kentucky Derby is neither the oldest U. S. horse race nor does it offer the richest stake, but it is far and away the best-attended, the most colorful, and the greatest in point of dramatic interest. Transcending the special world of horse racing, it is an American institution which for one day every year turns the eyes of a nation on the hospitable, horsey city of Louisville. It has burned names like Gallant Fox and Twenty Grand and Cavalcade and Omaha into the consciousness of countless thousands who have never been on a horse in their lives. Latest addition to its memorable roster of champions is Mr. Samuel D. Riddle's War Admiral. At last Saturday's 63rd running of the mile-and-quarter Churchill Downs classic, he came across the finish line two

lengths ahead of Jerome H. Louchheim's Pompoon. In the picture above, taken when the field was passing the judges' stand the first time around, note War Admiral (No. 1) in the lead, close behind him Heelfly (No. 10), who started first and finished sixth; then a little farther back Pompoon (No. 14), who finished second; toward the rear near the post Melodist (No. 3), who finished fourth; and well toward the rear Mrs. Ethel V. Mars' Reaping Reward (No. 17), who finished third. War Admiral's time was only $1\frac{3}{4}$ seconds behind Twenty Grand's 2:01 $\frac{1}{4}$ record. For Owner Samuel D. Riddle of Philadelphia, \$52,575 in prize money; for War Admiral, the traditional blanket of American Beauty roses and a splendid justification of his Man o' War ancestry.



THIS IS THE START OF THE KENTUCKY DERBY, WITH WAR ADMIRAL, NEAR THE RAIL, GAINING A LEAD WHICH HE NEVER RELINQUISHED.



The finish of the Kentucky Derby found Samuel D. Riddle's War Admiral nearly two lengths ahead of Pompoor.

(above, left). At right, War Admiral's jockey, Charley Kurtzinger, who in 1931 rode Mrs. Payne Whitney's famous



Twenty Grand to similar victory, holds up two symbolic fingers in happy triumph as he takes a post-Derby shower.

MR. RIDDLE'S WAR ADMIRAL

A small, powerfully-sinewed three-year-old colt by the great Man o' War out of Brushup, Samuel D. Riddle's Derby Winner War Admiral had, prior to Churchill Downs, scored five wins, two seconds and one third out of eight starts in 1935 and 1937. In his maiden race of four and a half furlongs at Havre de Grace he came in first of a field of ten, besting Alfred Gwynne Vanderbilt's Sonny Joe in a close finish. The following month at Belmont Park, with the odds 10 to 1 against him, he won easily by two lengths. Subsequently he suffered two defeats in the National Stallion Stakes at Belmont last June, and in the Great American Stakes at Aqueduct in July. A vacation which extended through the Saratoga season was followed in September by a remarkable 5-length victory in the Eastern Shore Handicap at Havre de Grace. The Richard Johnson Handicap at Laurel last October found War Admiral second, while last month at Havre de Grace he added two wins to his list: an April 14 allowance, and the Chesapeake Stakes. First bearer of the famous Glen Riddle silks to run in the Derby which he won by two lengths, his earnings currently total \$75,800.



War Admiral shown above with Jockey Charley Kurtzinger up, is a typical scion of Man o' War with respect to

power and scope, has a way of doing things that suggest the possession of considerable reservoirs of untaxed strength.



War Admiral's trainer, George Conway, presents his prize pupil with a lump of sugar as bonus. Conway has long been in charge of Mr. Riddle's Glen Riddle stable in Maryland.



Grandsire of War Admiral was Four Play (above), renowned progenitor of a famous line which includes Man o' War, Alfred Vanderbilt's Discovery, William du Pont Jr.'s Messenger.



War Admiral's jockey, Charley Kurtzinger, rode Twenty Grand to Derby victory in 1931



War Admiral's owner, Samuel D. Riddle of Pennsylvania, bred his winner in Kentucky.



War Admiral's sire, Man o' War, greatest U. S. horse of this century, was sold as a 1918 yearling by the late August Belmont II to Samuel Riddle for \$5,000, his current stud fee.

THE KENTUCKY DERBY IS A U. S. INSTITUTION

Pre-eminent among Churchill Downs officials at the 63rd Kentucky Derby held last Saturday were the four stewards of the race whom you see below. Left to right they are Sam H. McMeekin, C. Bruce Head, S. C. Nuckols and Presiding Steward Charles F. Price. Oldest judge in point of service on the American track, Mr. Price has been a racing judge for 50 years, has seen every Derby ever run with the exception of the first two. The black quartet shown below consists of Churchill Downs Bar waiters. The bar overlooks the track and no Bourbon and soda orders whatever are filled when the Derby horses are coming down the stretch.



General Manager of Churchill Downs since 1962 is Mat Winn who in 1908 revived a faltering Derby by introducing pari-mutuel betting. This helped popularize the race, brought more entries, enabled Col. Winn to increase the prize money to improve their quality. Today, at 75, he looks a fit 60, which he is inclined to attribute to the fact that he doesn't start drinking Bourbon until noon. Earned for his accolades, Col. Winn keeps an apartment over the Churchill Downs c.o. house.





Churchill Downs jockeys in their quarters, above, include several who rode in the Kentucky Derby. At lower left is Hubert Leblanc, who rode Miss Mary Hirsch's No Sir. Next to him is Hilton Dulson, who rode William Shea's and Miss E. G. Rand's Merry Maker. Fourth from left, with the number 10 on his sleeve, is Basil James, who rode J. W. Parrish's Deltor.

Churchill Downs last January looked like the picture below. Margaret Bourke-White took this photograph at the time when the surging Ohio River flooded Louisville, doing \$52,000,000 worth of damage. Prior to the Derby, Louisville was busy removing traces of the catastrophe, in anticipation of the year's great day when it is the country's sporting cynosure.



LIFE ON THE AMERICAN NEWSFRONT: KNUDSEN BECOMES PRESIDENT OF GENERAL MOTORS



The best-liked executive in General Motors Corp. has long been a onetime Danish immigrant named Signus Wilhelm Poul (William S.) Knudsen. On May 3, G.M.'s Pres-



ident Alfred P. Sloan was made chairman of the board and Knudsen stepped up to the presidency. Knudsen once was production manager for Henry Ford who called him



a "production genius." He became a public figure during the General Motors strike last January, when he showed patience and good humor as the company's chief negotiator.

TWO REAL WOMEN AND A CARTOONIST'S LADY WIN PULITZER PRIZES



For the best foreign correspondence of 1936, Anne O'Hare McCormick won a \$500 Pulitzer Prize. She is the first woman member of the New York Times editorial board.



Best cartoon was by C. D. Batchelor, New York Daily News. Caption: "Come on, I'll treat you right. I used to know your daddy."



Most distinguished novel of the year, the Pulitzer committee decided, was Margaret Mitchell's *Gone With The Wind*, which has now sold 1,300,000 copies. Author Mitchell is shown on the morning after the award reading congratulatory letters.

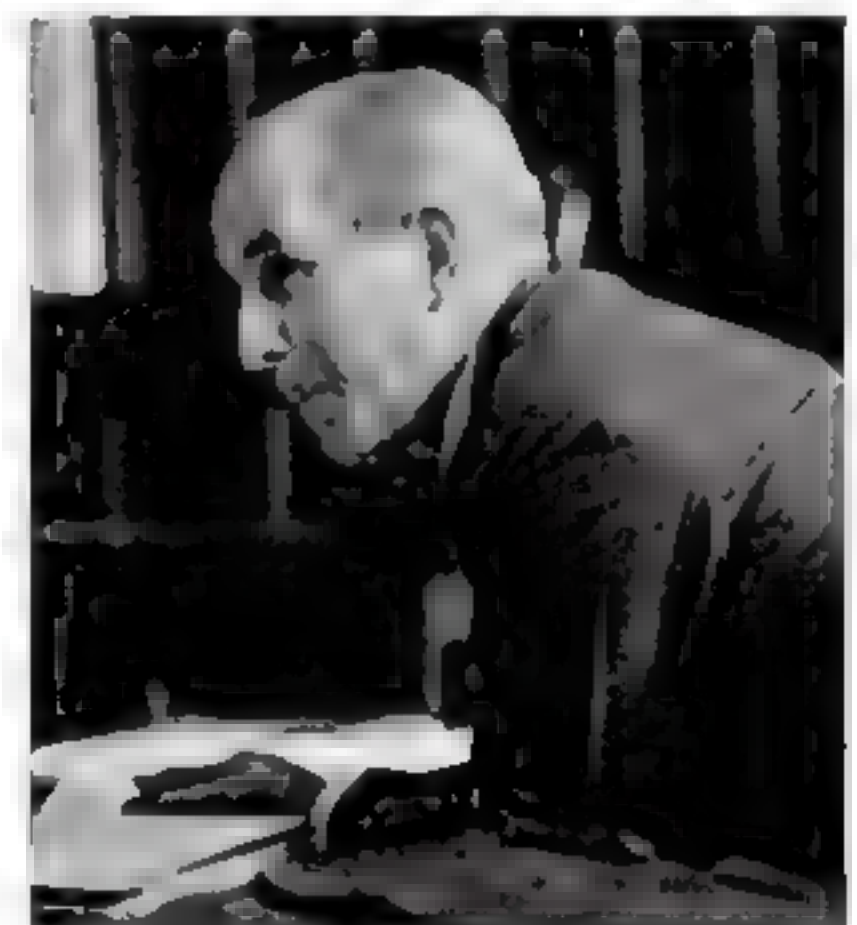
THE U. S. TREASURY SUES TWO LIBERTY LEAGUERS FOR TAX DEFICIENCY



Pierre S. du Pont yawns at his trial for income tax deficiency on May 5, in New York. The U. S. Treasury charges that he and John J. Raskob reported "fictitious" losses in their 1929 income tax returns.



Stock certificates worth \$6,000,000 were dumped on a table at the trial. In 1929, du Pont and Raskob established market losses by selling each other big blocks of stock which they later bought back, coming out virtually even. The Government says that these transactions were not real sales.



John J. Raskob who will be tried separately later, was an eager spectator at his friend's trial. Messrs. du Pont and Raskob, both Liberty Leaguers, consider that the New Deal is persecuting them.

LIFE ON THE AMERICAN NEWSFRONT: RUSSIAN ARCHBISHOP KISSES TWELVE PAIRS OF FEET



Washing the feet of twelve clergymen is part of a Russian orthodox service performed by Archbishop Adam of St. Michael's Cathedral in Philadelphia. The ceremony was performed on the Russian equivalent of Holy Thursday preceding the Russian Easter, on May 1.



Kissing the feet of the clergymen completes the service. The Archbishop has removed his outer robes and silver crown and used the long white sash around his waist to dry the feet. The ceremony commemorates Christ's washing of the Disciples' feet at the Last Supper.

MINNESOTA'S LAST LOGGING DRIVE

The last great logging drive which Minnesota is likely to have for a long time began early in May on the Littlefork River. Lumberjacks spent last winter cutting the last available big stand of timber. By April, 11,000,000 feet of pine were stacked on the river's ice and banks. Then the ice went out so suddenly that lumbermen feared the flood-borne logs would sweep bridges away. At a bridge near Nett Lake jacks swung steel cables across the river, creating an artificial jam 40 ft. thick and three miles long. The picture at right was taken from this bridge. On May 4, when the flood had partly subsided, the cables were released, the logs on shore were dynamited into the river (below) and the drive was on.



LIFE ON THE AMERICAN NEWSFRONT: THE HINDENBURG MAKES HER LAST LANDING AT LAKEHURST



On her first transatlantic crossing of the 1937 season, the huge, grey German Zeppelin *Hindenburg* nosed into the U. S. Naval Air Station at Lakehurst, N. J., at dusk on May 6. A severe thunderstorm had just subsided. Inside the dirigible were 36 passengers, 61 officers and men, a ton of mail and baggage and 6,700,000 cubic ft. of explosive hydrogen. Landing lines had been dropped and the ground crew was pulling the big ship towards the mooring mast when a sheet of fire burst from her tail. In a twinkling the whole rear half of the *Hindenburg* was aflame (*left*). Spectators 200 ft. below saw the huge ship buckle near the middle and settle slowly to earth. As the blazing stern smacked the ground several sharp explosions shook the ship. Passengers and crew, caught in an inferno, started to jump for their lives and the tiny men on the mooring mast were silhouetted against a cloud of living fire (*below*). Then the flames rushed forward and belched through the *Hindenburg's* nose (*right*). In five minutes the fire had burned itself out, leaving 35 dead and one more twisted wreck to add to the dismal history of lighter-than-air craft.





LIFE ON THE AMERICAN NEWSFRONT: AMATEUR PHOTOGRAPHS THE HINDENBURG'S LAST LANDING

The 20-odd cameramen who were present when the *Hindenburg* made its last landing at Lakehurst had gone to the airport expecting routine pictures of a routine landing. They came away with what is probably the most dramatic and spectacular record of a great disaster which the camera has ever made. The most complete record of all, however, was

made not by any of the professionals but by an amateur named Arthur Cofod Jr., with a ten-year-old Leica. Cofod is a partner in a firm of "Customers brokers" who specialize in speeding parcels through U. S. Customs. He was waiting at Lakehurst to get a package of photographs arriving on the *Hindenburg* for LIFE. He never got the pictures he went for, but

he made the series reproduced below. Cofod had his camera focused on the ship when the first burst of flame appeared. The effect on him, as on others, was so nerve-shattering that his hands shook. You can see the resultant blurring in the second picture below. Then Cofod steadied his hands, stood his ground and methodically clicked out the entire disaster.



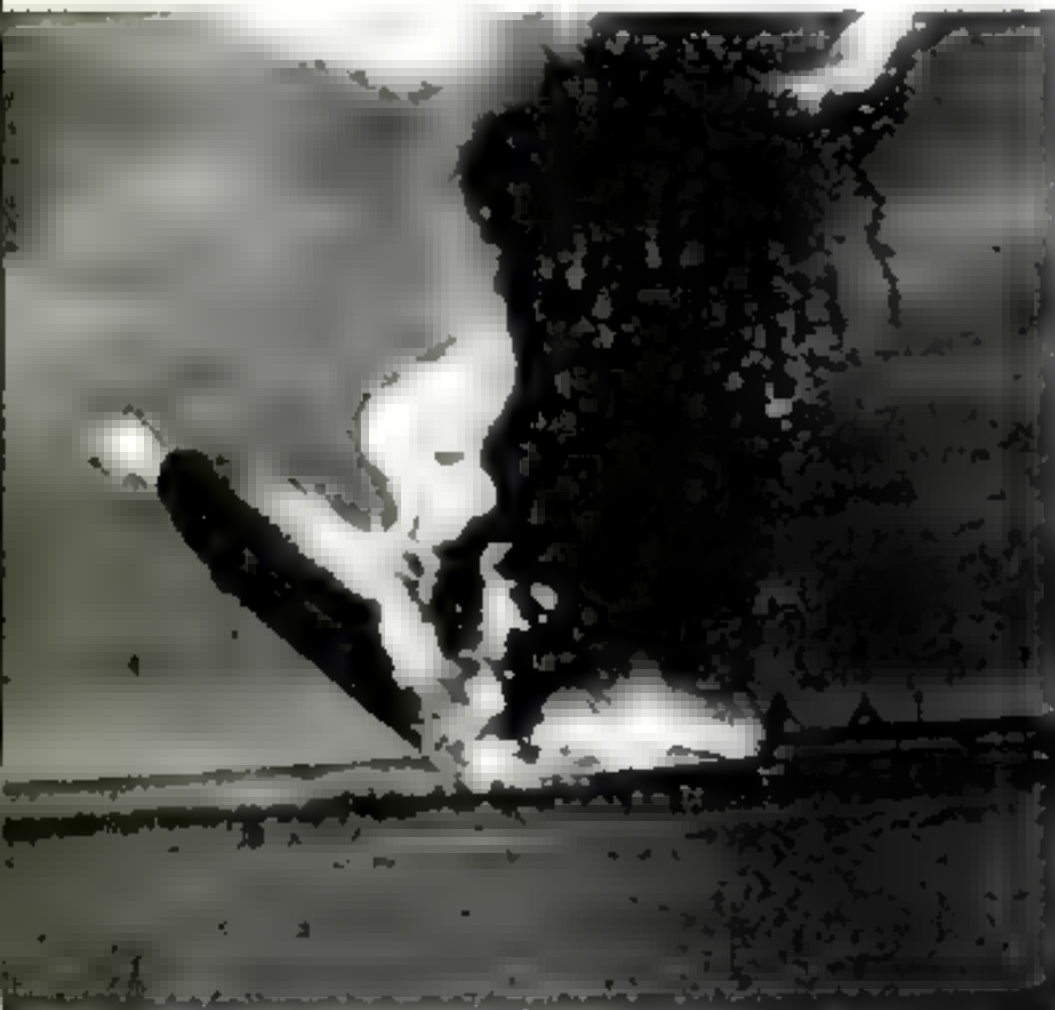
1 The *Hindenburg* floats over Lakehurst, preparing to land.



2 Suddenly a cloud of flame bursts from the ship's stern.



3 As she settles, spectators flee towards our camera.



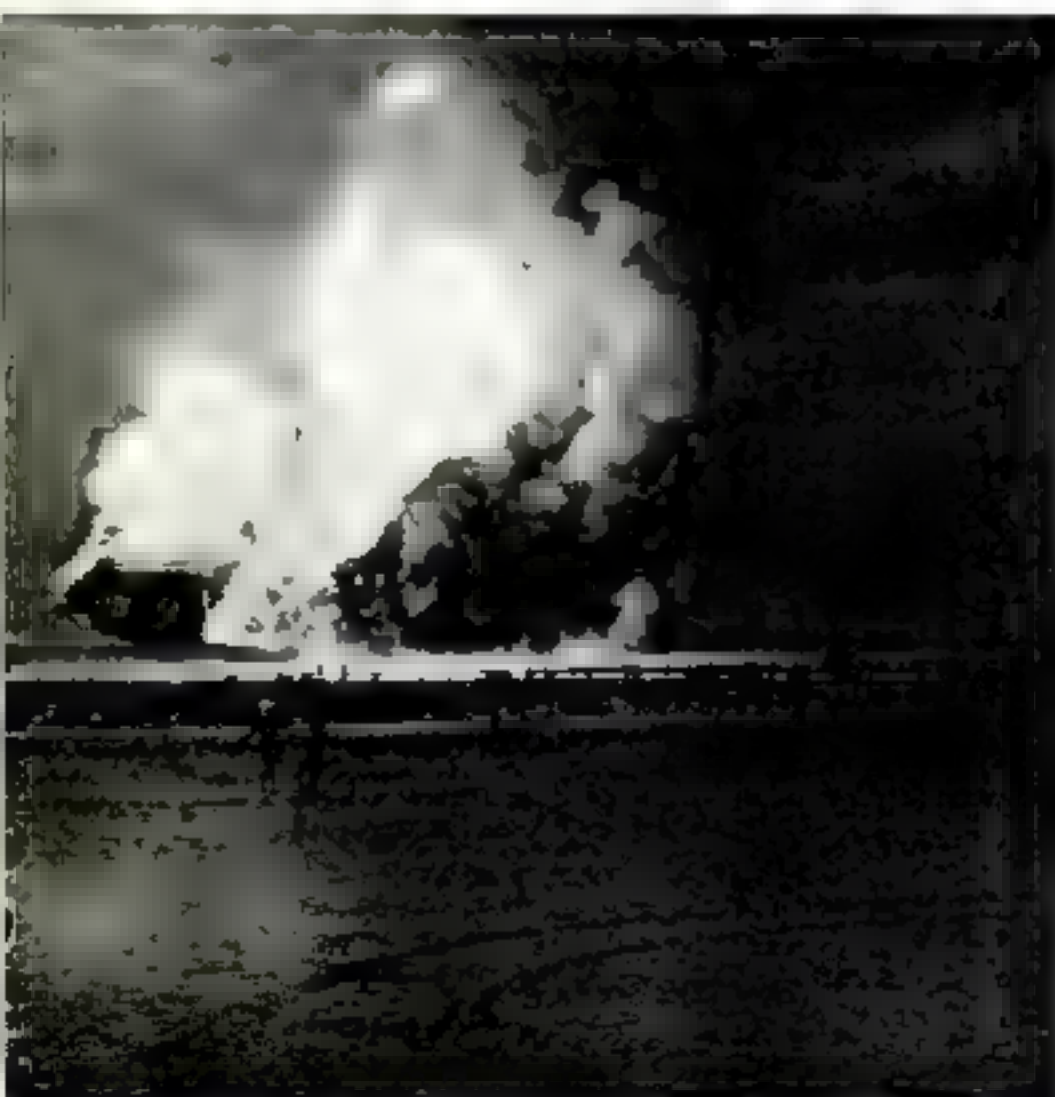
4 The tail hits the ground; flame spurts from the nose.



5 In another instant the entire dirigible is enveloped in flames.



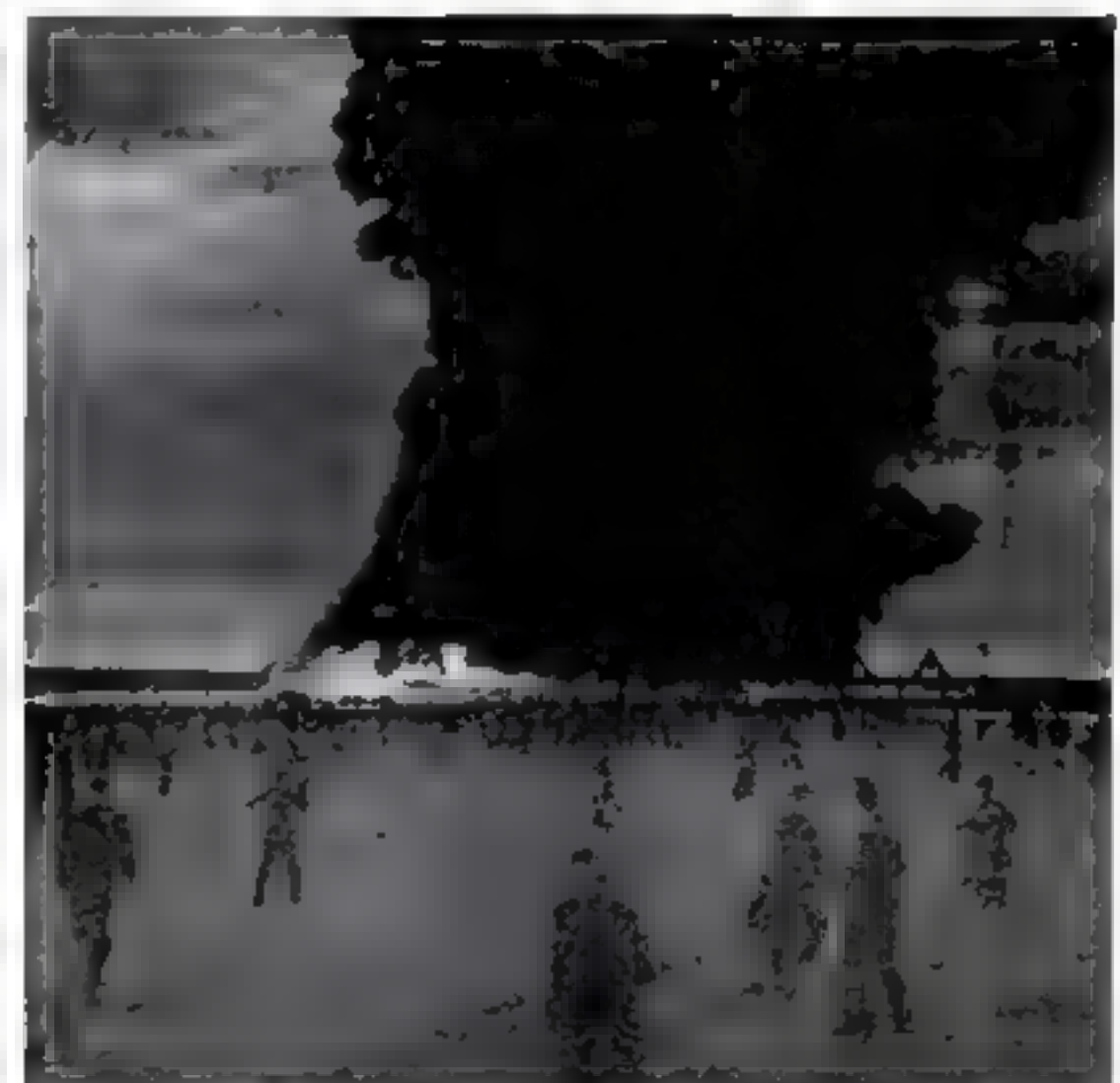
6 From the stern rises the black smoke of burning fuel oil.



7 A blazing hell, the airship begins to lose its form.



8 The spectators, after running for 70 seconds, are almost upon us.



9 As they reach our camera, dense smoke blots out the fire.



THE GROUND CREW RUNS FOR DEAR LIFE TO GET OUT FROM UNDER THE DIRIGIBLE



THE LATE CAPTAIN ERNST LEHMANN IN THE GONDOLA



DEAD OR UNCONSCIOUS, A VICTIM LIES PROSTRATE ON THE GROUND AS THE FLAMES DIE OUT

LAKEHURST SEES HORROR ON GROUND AS WELL AS IN AIR

Photographers at Lakehurst were not too stunned by the sight of the flaming airship to turn their lenses down. The scenes on the ground were fully as dramatic and horrible as the explosion itself.

When the airship burst into flames, the ground crew of white-capped sailors from the Lakehurst Naval Air Station was directly beneath its belly. Paramount News got a shot of the sailors running for safety (top, left) as the airship crashed behind their heels. While the ship was descending some of the passengers jumped from the windows. The prostrate man at left may be one of those who did not get up. For at least two minutes after the ship touched ground, survivors came running or staggering through the flames. Some, like the men directly above, escaped with slight injuries. Others, like the man at left above, were stark naked, their clothes and hair burned away, their skin hanging in shreds. Captain Ernst Lehmann, seen at the top of the page in happier days, stayed at his post until his clothes were ablaze, suffered such burns that he died next day.

LIFE ON THE AMERICAN NEWSFRONT: THE HINDENBURG'S SHADOW DISAPPEARS BENEATH A TWISTED SKELETON



Maiden voyagers on the *Hindenburg* last spring looked down on a long, sausage-like shadow as the Zeppelin glided past Atlantic breakers (above). On the morning of May 7, air travelers over Lakehurst looked down on the grim sight below, a churched and twisted duralumin skeleton. Biggest warship ever built, the *Hindenburg* was the 129th in the line of Zeppelins. It cost \$8,000,000 and offered the world's most luxurious air travel. Last year, from its base at Friedrichshafen, Germany, the *Hindenburg* made ten round trips to Lakehurst,

keeping its schedule in weather which grounded airplanes. It was filled with inflammable hydrogen instead of noninflammable helium because hydrogen costs much less and has greater lifting power. At the time of the tragedy the dirigible was valving hydrogen. Whether by static electricity, or by a spark from one of the motors, or even by sabotage, the gas became ignited. Experts agreed that the disaster could never have happened with helium, predicted that no future commercial airship will fly with hydrogen.



LIFE ON THE AMERICAN NEWSFRONT: THE COLUMBIA SALMON INDUSTRY IN DANGER



THE COLUMBIA RIVER FISHING FLEET PUTS OUT OF ASTORIA TO BEGIN ITS SEASON

Three hundred fishing boats put out of Astoria, Ore. on April 26 to open the Columbia River salmon season. Their spectacular mass departure, which you see above, was part of a campaign by fisheries to persuade the U. S. public that the Columbia River salmon are in danger of extinction. One hundred and thirty miles upstream from Astoria, PWA is building the huge Bonneville dam. Fisheries fear that, because of the breeding habits of the salmon, Bonneville may ruin this business. Columbia River salmon begin their lives on the upper reaches of the river system and float downstream to the sea. After two to five years, the adult fish return to their first home to spawn and die. They will fight swift currents and jump high falls but unless they reach the spot where they were hatched, they will not spawn. How to get the salmon past Bonneville is the problem which faces PWA engineers. They are building a \$7,500,000 system of fishways consisting of "ladders" which the fish are expected to ascend a foot at a time, and "elevators" similar to ship locks, in which they can be lifted over the dam. These devices are frankly experimental. The fisheries are so worried over whether they will work that, on May 7, public hearings on the issue were opened.



Bonneville Dam will look like this model when finished. The fish ladders, to get salmon around the dams, can be

seen at left and curving through the island. The salmon are supposed to jump up them, against a current of water.

MOVIE OF THE WEEK:

Woman Chases Man

Woman Chases Man is the extreme example of a brand of farce which has lately had tremendous success. It concerns a scheming young woman (Miriam Hopkins) who meets an elderly, bankrupt promotor (Charles Winninger) who has a rich son (Joel McCrea) who refuses to give his squandering father any more money. Miss Hopkins and the old man plot to get McCrea's signature on a check. The last 20 minutes of the picture are filmed in a magnolia tree outside McCrea's bedroom window. Miss Hopkins climbs into the tree and meows. McCrea throws a shoe at her, then climbs out himself into the tree, carrying a bridge lamp in one hand, a chair in the other. He is persuaded to sign the check.

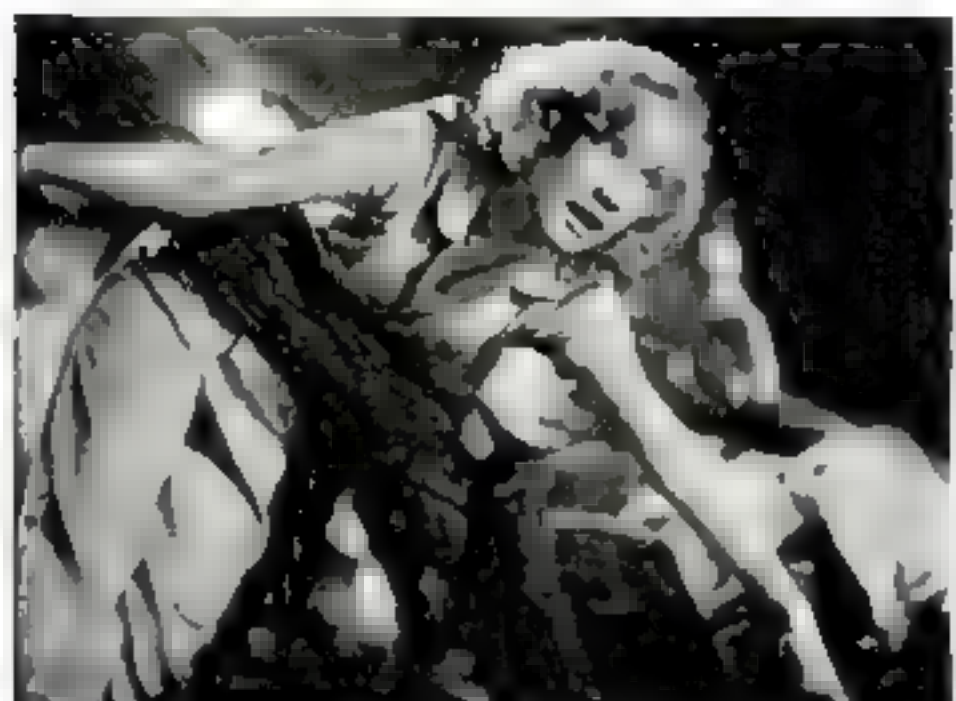
The existence of this movie is a tribute to the stubbornness of Producer Samuel Goldwyn. Trouble began at the Goldwyn studio when Sam and Bella Spewack, who were hired to do the script, refused to have their names connected with it. Then William Wyler, assigned to direct the picture, said he would rather refund his last \$25,000 bonus. Then Miss Hopkins read the story and refused to act in it. As the revolt spread through the studio, Goldwyn's determination rose. At length he hired a new team of writers, persuaded John Blystone to direct, intimidated Miss Hopkins and made the picture.

The proper conclusion would be that *Woman Chases Man* turned out to be a sensation. Unfortunately this is not true. While some sequences are hilarious, the picture as a whole fails to get as far off the ground as its characters do.



The final scene of *Woman Chases Man* is filmed in a treetop precariously occupied by Miriam Hopkins and Joel McCrea.

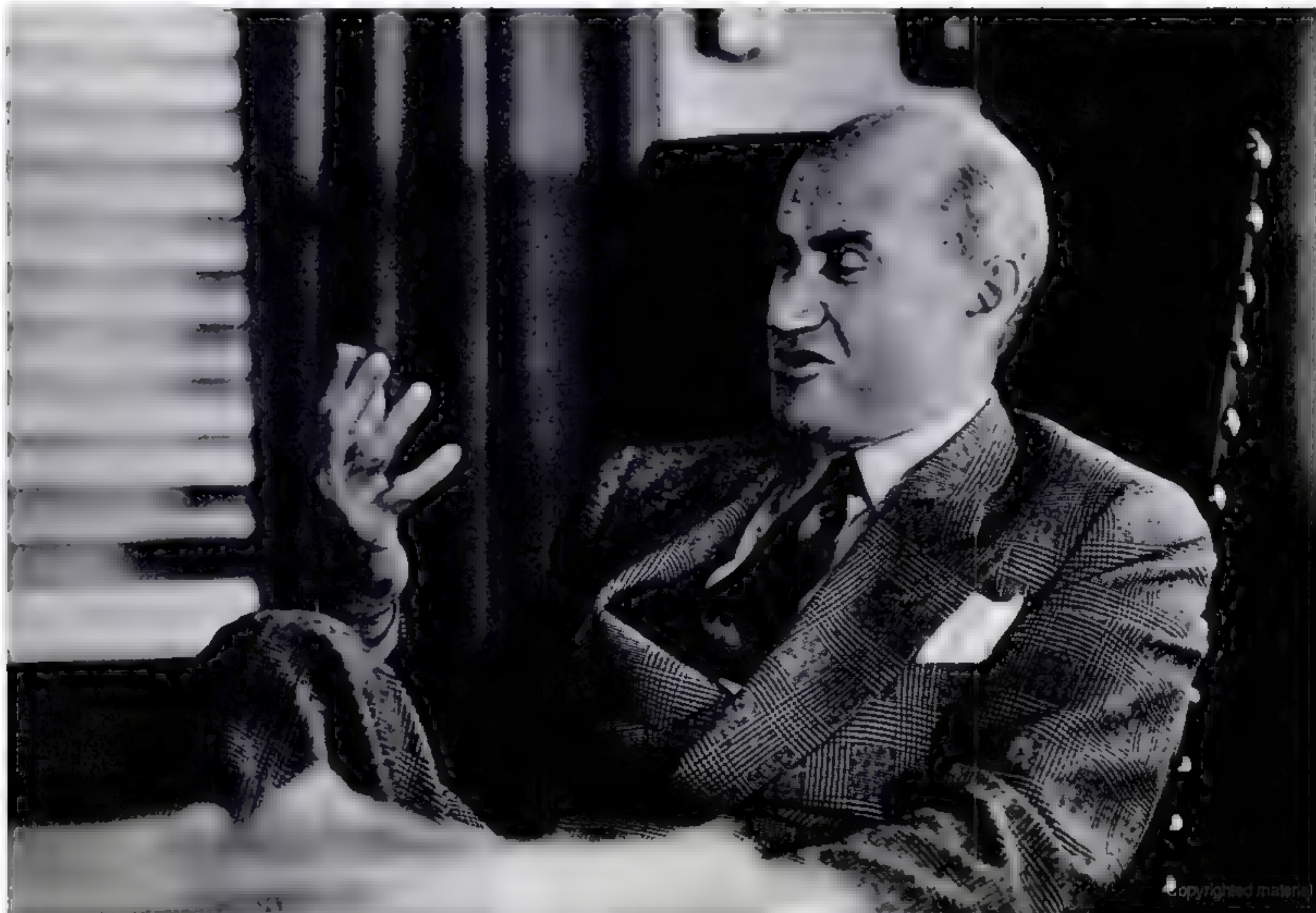
The treetop party is increased by servants and house guests who scramble up the trunk (below).





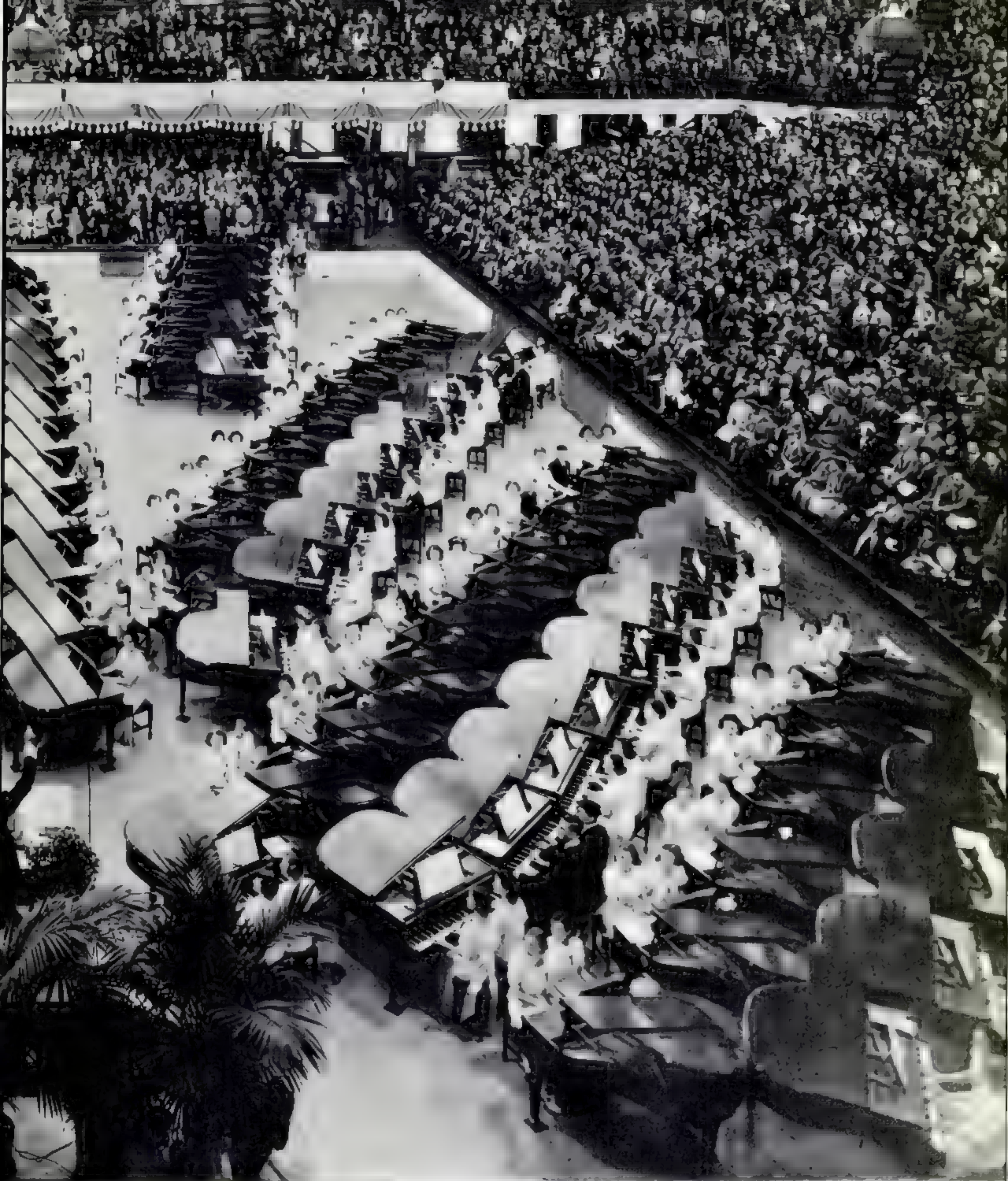
GOLDWYN: DEAN OF MOVIE PRODUCERS

Samuel Goldwyn (above and below), the producer of *Woman Chases Man*, is one of the famous "fur, glove and junk merchants" who built the movie industry. All the others have retired to executive offices, far from the firing line of actual movie-making. But Sam has stood his ground, proved himself an artist as well as a businessman, and today has a reputation as the leading Hollywood producer of quality films. He is married to Frances Howard, a former Broadway actress, who is breakfasting with him at left. Sam has reached the age of reminiscence (54) and has lately been telling his history to Alva Johnston, who is writing a biography of him in the *Saturday Evening Post*. Goldwyn is famous for strange twists of language known as "Goldwynisms." In his first installment Author Johnston catalogs some of the best of them. Sample: "Gentlemen, include me out."





INDIANAPOLIS HEARS 274 MUSICIANS PLAY 150 GRAND PIANOS SIMULTANEOUSLY



Long considered a drawing room accomplishment, piano playing in Indiana reached arena-like proportions at the second annual 125 Grand Piano Festival held May 2 in Indianapolis's Butler University field house. Under the baton of Frank O. Wilking, president of the local Wilking Music Co., some 1,500 pianists from 40 Indiana communities plowed through Chopin and Strauss and Schubert and Liszt and other composers during the afternoon and evening programs. The

extraordinary photograph on these two pages shows 26 competent Indiana musicians playing in the central group, aided and abetted by 124 teams of two high-school students each seated at 124 different pianos. The orchestral effect of 274 persons thumping 150 pianos in unison provided a field day for newsreel companies, inspired a local critic to observe enigmatically that such a tour de force had the value "of arousing an interest in music, and that is always a worthy aim."

THE QUINTUPLETS ROUND OUT

and LIFE herewith exclusively presents

The five Dionne girls of Callander, Ontario, will be three years old on May 28. They have already celebrated their birthday twice, once for the Newspaper Enterprise Association photographer who takes still pictures of the Quins and again for the Pathé newsreel cameraman. On May 28, they will celebrate their birthday for the third time. Because newspapers and newsreels want pictures in advance, the Quins must celebrate every holiday from St. Valentine's Day to Christmas at least thrice. They enjoy it very much but they are due for a rude shock when they grow up and face the hard reality that Christmas comes but once a year.

At the age of three, the Quins are healthy, normal girls, very pleasant and friendly, not spoiled. They are a bit slow in learning to talk, but this is usual among premature babies. They have not yet been exposed to the danger of knowing that they are miracles of nature (quintuplets occur only once in 57,000,000 births), and miracles of medicine (no known quintuplets ever lived more than a few days). It doesn't yet matter to them that they are rich. For endorsing everything from aluminum pots to tooth paste, permitting their names to be used on dolls and shoes, making movies and posing for pictures, the Quins have amassed almost \$500,000. The right to take still photographs of them



ALL PHOTOS WORLD © 1937 NEA SERVICE INC

Annette Dionne

Annette Lalanne Marie Dionne is the heaviest of the Quins and second tallest. On the scales (right), she registers a weight of 31½ pounds, a height of 34½ inches. Annette and Yvonne were the strongest Quins at birth. Today they are the most energetic, though Annette does not have Yvonne's initiative. Annette is generally considered the prettiest. Actor Jean Hersholt, who played in the first Quin movie, *The Country Doctor*, was inspired to say that one liquid look from Annette's big brown eyes affected him so much that he muffed his lines. Annette was the first Quin to crawl, first to recognize her name, first to start pillow fights, first to cut a tooth.



THEIR FIRST THREE YEARS

their pictures and their personalities

costs Newspaper Enterprise Association \$50,000. Exclusive magazine rights to Quin pictures belong to TIME Inc

The Quins live the usual three-year-old life, getting up at 6:30, being bathed before 8 o'clock breakfast, playing until lunchtime, napping unwillingly after lunch, playing until dinnertime, brushing their teeth before 7 o'clock bedtime. They now dress and wash and feed themselves. Their games are the usual ones and they prefer wheelbarrows, wagons and sand castles. There is little friction among them although no Quin is above whacking a sister over the head with a shovel if she wants to. They have never been spanked. Dr. Allan Dafoe, who is largely responsible for keeping them alive, once slapped Cecile over the wrist for not behaving. Cecile behaved promptly but the slap brought a swarm of angry nurses down on Dr. Dafoe who has never slapped a Quin since. Dr. Dafoe is the Quins' favorite human, much more liked than Papa and Mama Dionne. The latter are still disgruntled that their children have been taken away from them and sometimes complain that the whole Dionne family could get rich together if the Parents Dionne could exploit their Quins properly instead of letting the Quins waste their commercial sweetness on the septic desert air of the nursery.



Cecile Dionne

Cecile Marie Emilda Dionne is the tallest of the Quins and the second heaviest. She is 34 $\frac{3}{4}$ inches high, weighs 91 pounds. Cecile is the most reserved and coquettish of the group, probably the most self-conscious. Her notable early characteristic was a passion for red which caused her to spend vain hours trying to pick the poppies painted on her crib. She was the most persistent thumb sucker, the last to teethe. Like her sisters, she has a vocabulary of two dozen French words, a few English words. Like her sisters, she has been conducting most of her conversation in a sub-French jargon known as "Quintalk." Only Quins and their nurses understand Quintalk.



Emilie Dionne

Emilie Marie Jeanne Dionne is the great Quin clown. She not only does funny things like putting on Dr. Dafoe's galoshes (*below left*), but she has sense of humor enough to think the things she does are funny. Next to the smallest of the Quins, she weighs 30 pounds, is 34 inches tall, has a narrower face than her round faced sisters. Most people consider Emilie the least good-looking. She was first to talk, is now the loudest laugher, most enthusiastic joiner of games. She is also the most mischievous. When she was a few months old, she tried the common baby trick of wailing loudly a few minutes after nursery lights went out. She kept this up a few days. When no one came in to look at her, she shut up.





Marie Dionne

Marie Reine Alma Dionne is the smallest Qum. She weighs only 27 pounds, is 34 inches tall. The runt of the Qum litter, she was given least chance to survive in the first weeks after birth. She has been physically behind her sisters ever since. Rumors that she is mentally backward seem false. She is quieter than her sisters, more musical and more ingenuous. The other Qums delight in playing on their resemblances to confuse visitors or nurses and avoid such nuisances as getting their noses wiped. Marie is innocent and obedient, doesn't try any tricks. The first to wake most mornings, she likes to be cooing or singing to herself. She and Cecile have 17 teeth each. Their sisters have only 16.





Yvonne Dionne

Yvonne Edouilda Marie Dionne is the middle-sized Quin. She weighs 30½ pounds, is 34½ inches tall. The leader and boss of the Quins, she shows the most initiative and originality, has the quickest mind and is sometimes inclined to act maternal toward her sisters. Yvonne is first to learn things like taking care of dishes—all the Quins carry their food to the table, carry their dirty dishes away. Yvonne also taught her sisters how to break dishes. She is the most daring crib climber, isn't deterred or long saddened when she barks her shins (*below*). She was named for Yvonne Leroux, who was a Quin nurse for two years. Callander's Winchells report a romance between Miss Leroux and Fred Davis, the photographer who takes all Quin pictures.





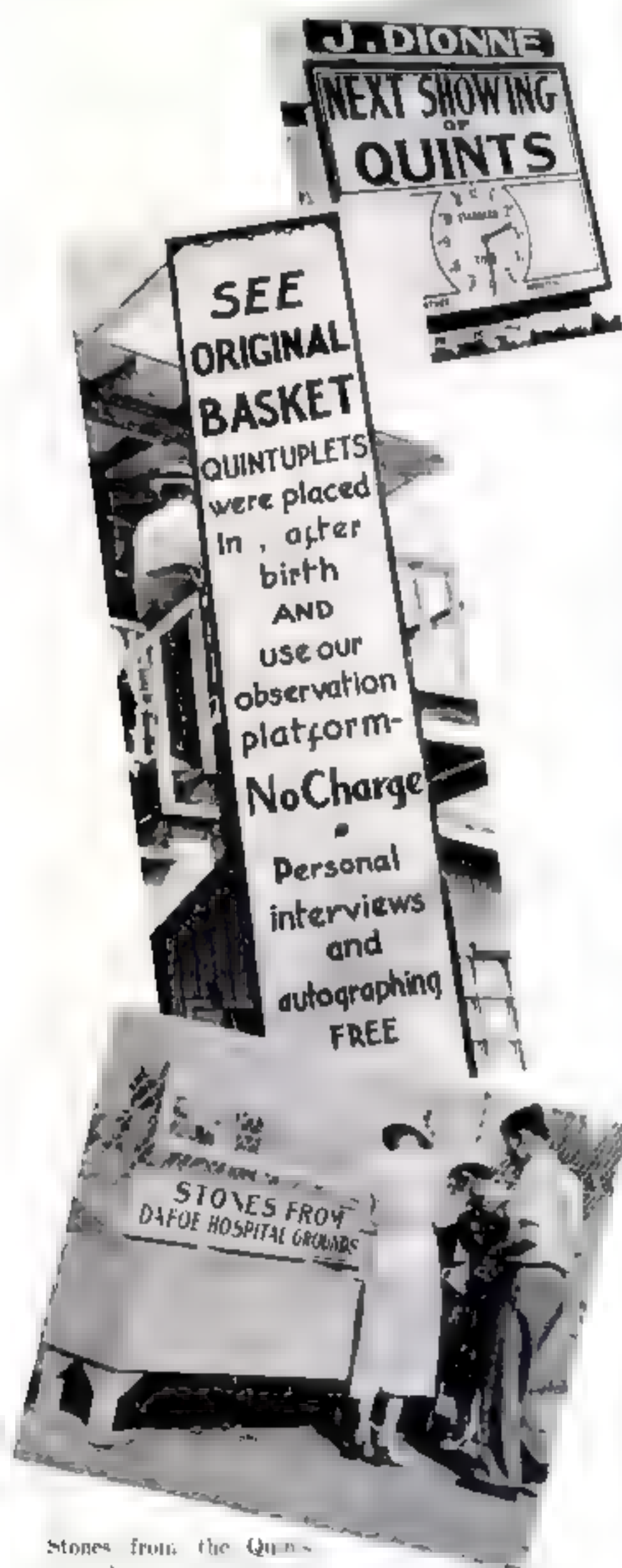
Along the busy eight miles of newly-paved road leading from North Bay to Callander, hundreds of tourist cabins and thirty eating places have sprouted to care for the

weary and hungry Quin visitors. In Callander itself, are fifty eating places and almost every likely plot of ground in the village boasts a stand or a tourist cabin



QUINS MADE CALLANDER

Callander, Ont. used to be a drab lumber village with a population of 550. When Mrs. Dionne increased the population to 555, the town's future was made. Drab Callander has become a Coney Island, crammed with souvenir stands, roadside stands, tourist cabins. Last year, half a million visitors came to see the Quins. For this year's rush, the local hotel has added a floor and a new hotel is being built



Stones from the Quins grounds are supposed to make barren wives fertile



Twice a day, weather permitting, visitors can see the Quins at play. Visitors line up outside the grounds, break impatiently through the gate (above), line up at an inner fence (below) before being led into the

horseshoe-shaped wooden enclosure from which they can see the Quins. The visitors stand behind heavy, screened windows. Through them, they can see the Quins at play but the Quins cannot see the visitors.



A BRIEF PICTURE BIOGRAPHY OF THE QUINS (continued)



1 Incubators saved the Quins' lives. Their birth was two months premature; they could survive only at a temperature of 84 degrees. Above are Emilie, Cecile, Marie.



2 The Quins were lusty criers. Lustiest of all was Yvonne (above). Like all premature babies, the Quins' skin was blue, their bellies big, limbs small.



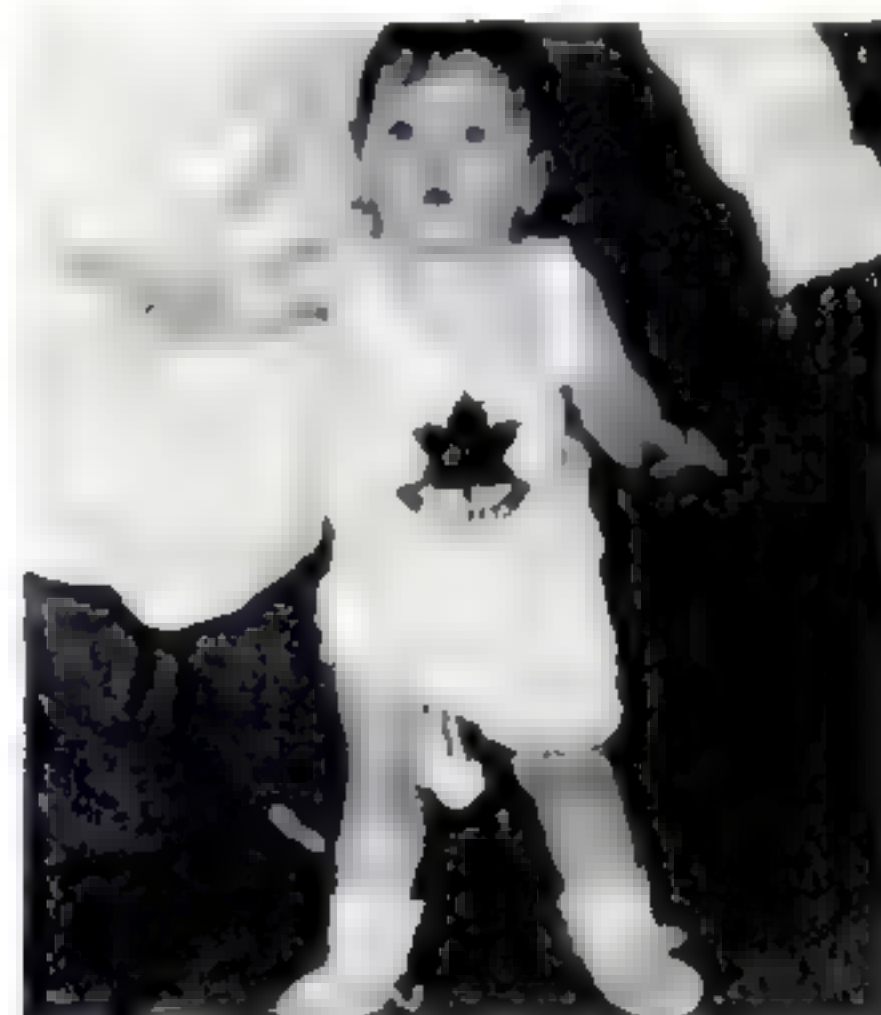
3 Marie's tumor excited considerable alarm. It was discovered on her thigh when she was two months old, diagnosed as nonmalignant. A specialist from Johns Hopkins brought radium to Callender, cured it.



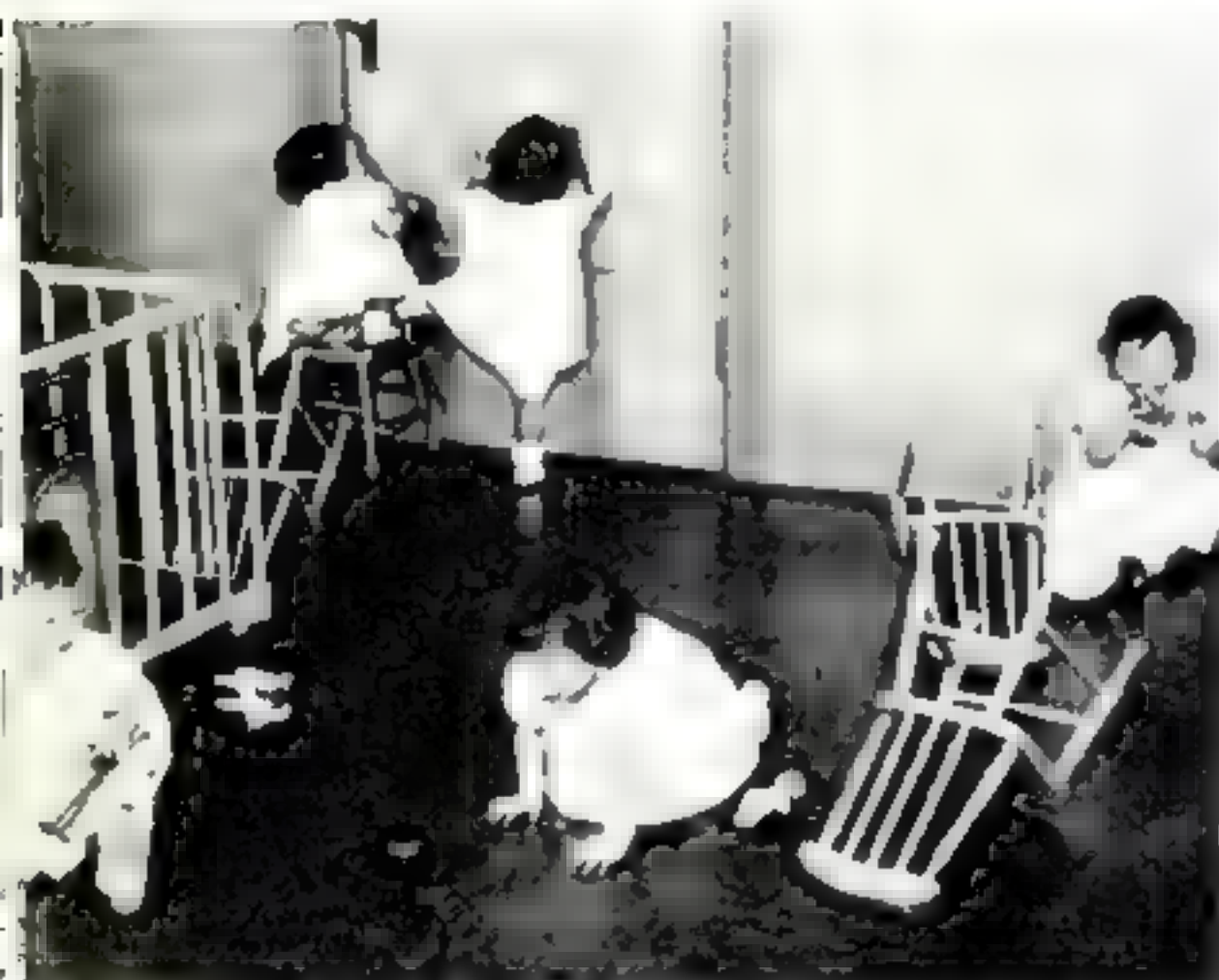
7 Here are the Quins at 11 months, fat and healthy. Counterclockwise from Cecile in the lower left-hand corner of the play-pen are Cecile (16 lb. 9 1/4 oz.), Yvonne (16-10 1/4), Annette (16-10 1/4), Emilie (15-14), Marie (14-2 1/2).



8 First birthday found Yvonne advanced enough to sit up and clap hands over her cake. The disgruntled parents did not attend the party.



9 Emilie took her first steps in October, 1935, aged 17 months. She was the second Quin to walk, Yvonne having pioneered in the middle of September.



13 By January, 1936, hell was breaking loose in the nursery every day. Light switches had to be placed high out of reach of climbing Quins, doors shut tight.



14 First Quin movie, *The Country Doctor*, was released in March, 1936. The cast traveled to Callender, could not be given set scenes to act because the Quins were unpredictable. Above, Jean Hersholt submits to an unrehearsed mauling by Yvonne.



15 Yvonne had advanced enough by her second birthday to the candles off her birthday.



4 The Quins got regular sun baths during their first winter. Special electric transmission lines were run to their hospital home. By January they were getting fat and lazy (above).



5 Cecile (above) was the last of the Quins to teethe. Her first tooth appeared near the end of April, 1935, month and a half after Annette cut the first Quin tooth.



6 The Quins did not get baths until they were three months old. First to be bathed were these two, shown in April, 1935, with Yvonne enjoying her bath more than Annette.



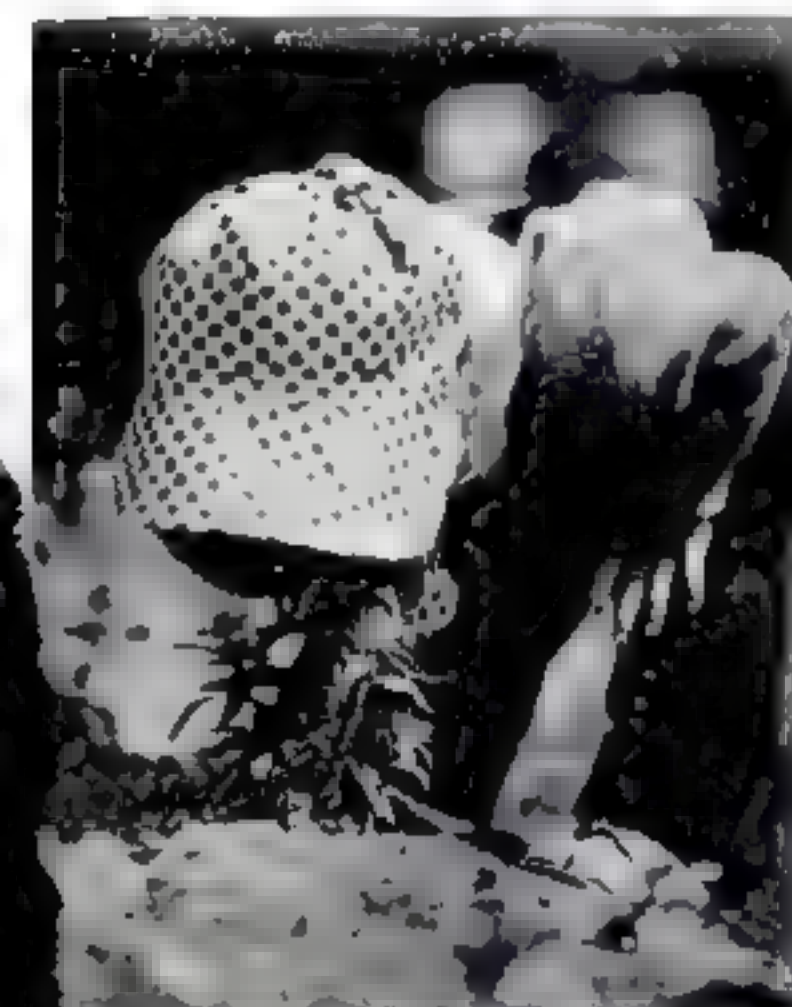
10 The second Quin Christmas actually took place on Dec. 31, for the benefit of the photographer. Dr. Dafoe, as Santa, held Cecile while Nurse Leroux offered Quintuplet dolls. Cecile rose ecstatically to the occasion.



11 Emilie early showed her ability to clown. This shot of her with noise maker was the best of the New Year, 1936 photographs.



12 In January, 1936, the Quins were given anti-diphtheria inoculations. They trusted Dr. Dafoe, raised no fuss about being pricked. Above, Marie.



6 By the summer of 1936 the Quins were very much aware of nature. Above is Cecile, deeply absorbed in smelling a flower



17 There is no Thanksgiving in Canada but the Quins celebrated the holiday anyway for the benefit of their American followers. The turkey and trimmings above are more for the benefit of (left to right) Yvonne, Marie, Emilie, Cecile and Annette.



18 For Christmas, 1936, the Catholic Quins knelt in front of the traditional Catholic crèche.

PITTSBURGH TURNED HOUSE PAINTER JOHN KANE INTO A MAJOR U. S. ARTIST

In the cellar of the Valentine art gallery in Manhattan are three dozen paintings by the only American house painter who ever became a major figure in American art. He is John Kane of Pittsburgh, four of whose paintings are shown on the following pages. The Valentine gallery thinks enough of Kane's work to ask \$5,000 and up for a Kane canvas. This makes Kane's work more valuable than the art work of any other modern house painter, including that of the only other twentieth-century house painter who became famous for something else than house painting—Adolf Hitler, whose art was published in *LIFE* for Nov. 30.

John Kane's real name was Cain. It was changed to Kane by a bank teller in Akron, Ohio, who wrote Cain as Kane in a new bankbook. "Cain or Kane," said John Kane later, "it made no difference as long as the money was safe." John Kane was born in 1860, in Scotland of Irish parents. As long as his farm hand father lived, John went to school and was scolded for drawing pictures on his slate. When John was 8, his father died and the boy left school, went to work in the coal mines. Ten years later he came to America and got a job as a "gandy dancer." A gandy dancer tamps rocks down between

railroad ties. After a while, Kane went to work in a steel mill but that was the era of the 7-day steel week and he quit because Sunday work interfered with his regular churchgoing. Then Kane helped construct a steel mill, ran a coal-mine scoop shovel, paved Pittsburgh streets, had his leg cut off while pushing his drunken cousin from in front of a locomotive, was a railroad watchman and got his first painting job in 1900. This was painting the sides of steel freight cars. He would amuse his fellow workers by putting drawings on the sides of the cars, then painting over them. There are probably still some original Kanes riding around the country on the sides of freight cars.

This use of paint gave Kane the idea of coloring the drawings he always made. He took up tinting photographs and made as much as \$15 a picture coloring family photographic portraits. He sold hundreds of them. House painting claimed him about 1905 and he remained a house painter most of the rest of his life except for some excursions in carpentry and construction work. His first actual paintings were made on Beaverboard. He lived in "The Strip" section of Pittsburgh across from the Heinz pickle works but he thought Pittsburgh was beautiful and

delighted to paint it. Not until 1925 did he dare submit his work to an exhibition. That year, the Carnegie International Exhibition rejected Kane, rejected him again the next year. In 1927, his work was accepted. Thereafter he showed regularly at Carnegie International, winning a group prize in 1929. Mrs. John D. Rockefeller Jr. was one of the first important collectors to buy a Kane. She paid \$150 for hers. Kane made enough out of his canvases to give up house painting but he was never prosperous. He died of long-neglected tuberculosis in 1934, aged 74.

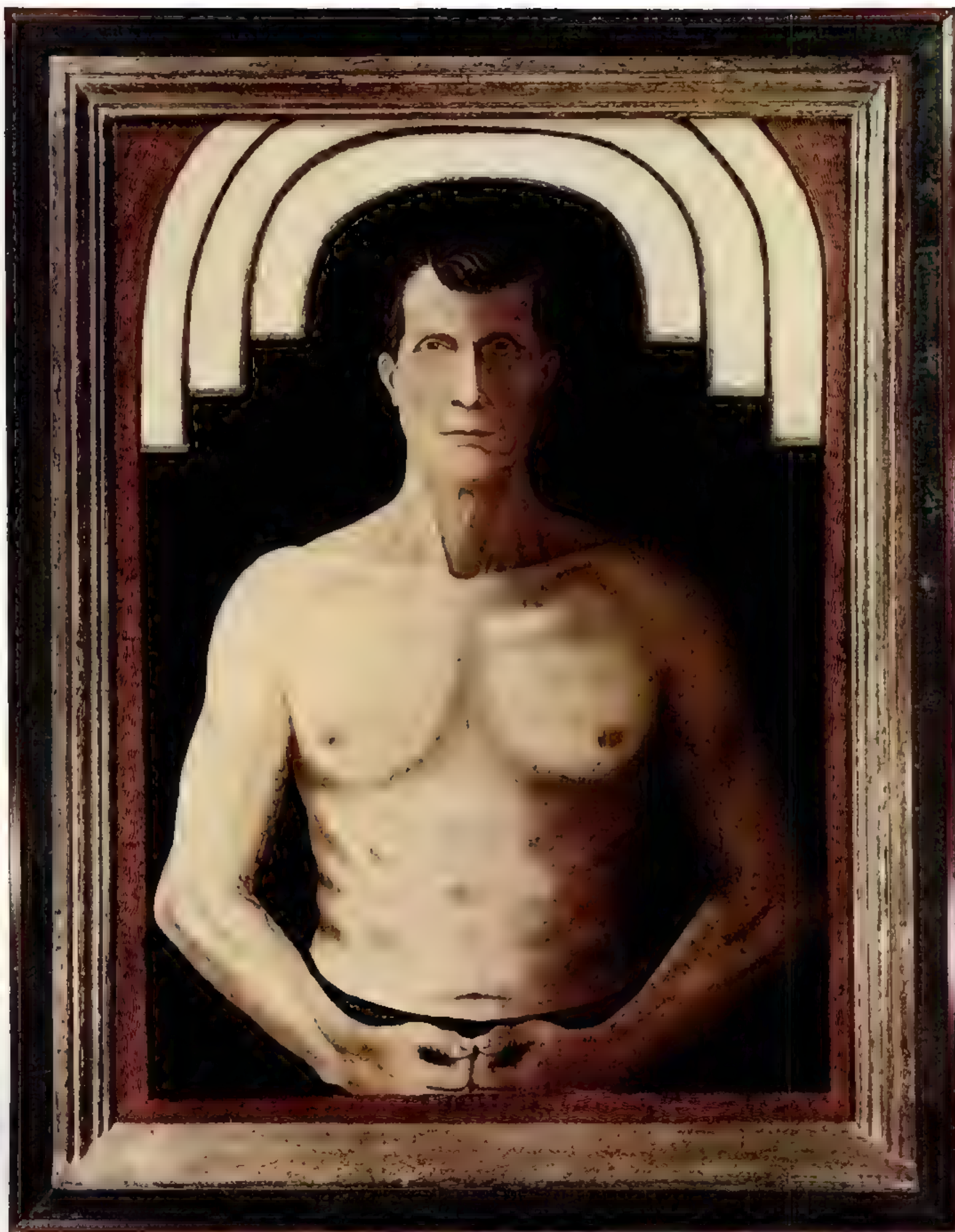
By the time Kane became a serious and frequent painter, his hand had grown too stiff to permit him to draw easily. His honest, literal work suggests that of a child artist but it is not childish. Kane's talent carried him over the all-important gap that separates the childish from the childlike. It is the open-eyed, childlike quality that gives Kane's work much of its charm. Though his perspective often went awry, Kane's instinctive feeling for composition brought unity and a grace of decoration into his painting. His deep religious feeling is the base of the literalness in his work. He said he wanted to paint things just as God made them.



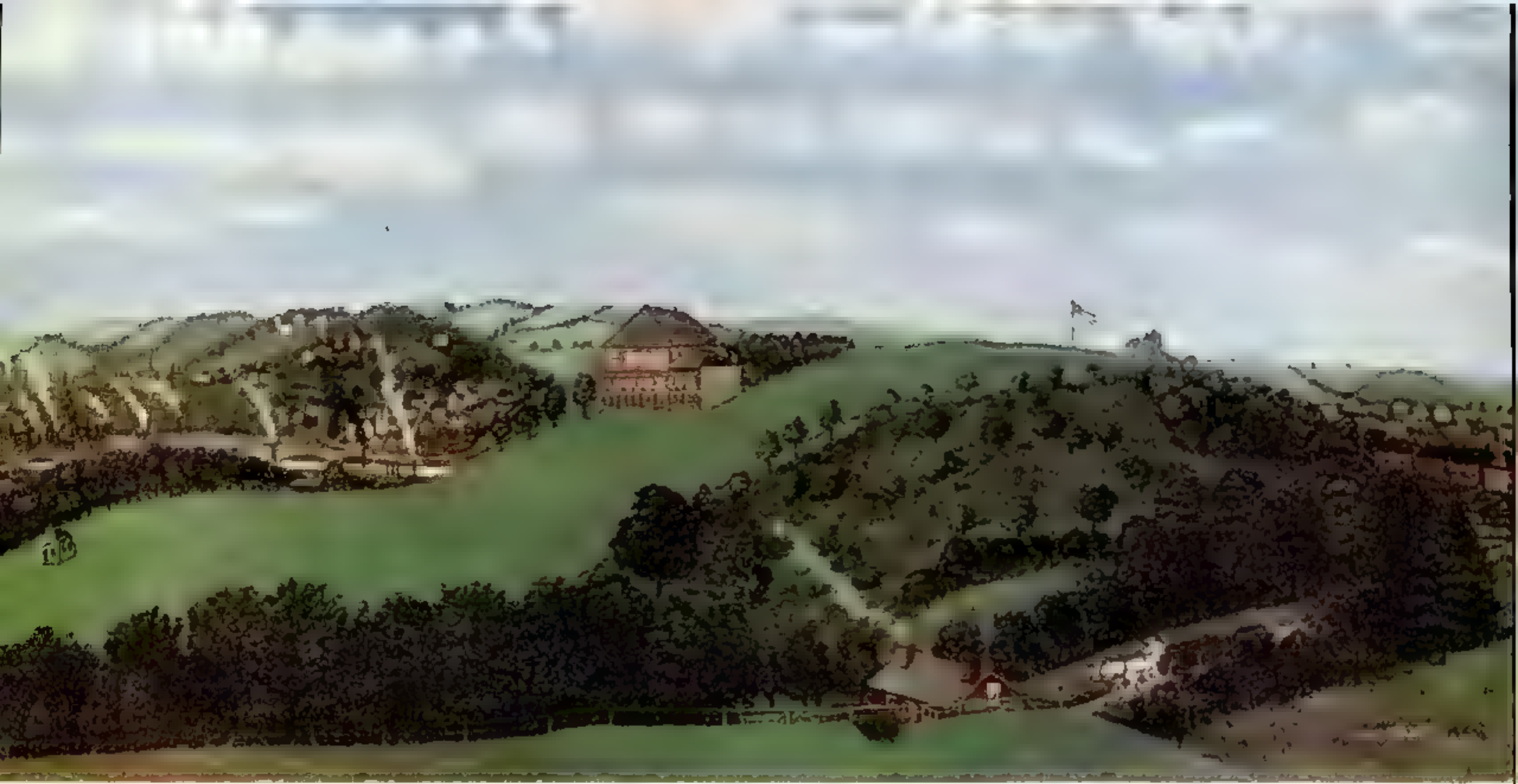
On rainy days, John Kane painted on canvas because bad weather kept him from plying his trade as house painter. Sundays and holidays he would go into the country around Pittsburgh, make sketches, bring them home to be worked over in paint. He would return to the scene of his painting again and again to make sure that his rendering was accurate.



On good days, John Kane slapped paint with heavy brushes on the sides of houses, barns, silos. Kane loved hard work. He was a strong man, 6 ft. tall, weighing 180 lb. When he was young he liked to box. He once went 75 rounds with a professional, another time stayed five informal rounds with a stranger he always believed was James J. Corbett.



KANE'S RELIGIOUS NATURE PROMPTED THE GOTHIC-LIKE PATTERN OF "SELF PORTRAIT." IT TOOK CAREFUL JOHN KANE TWO YEARS TO PAINT IT.



"SHENLEY MANSION" (ABOVE) STANDS NEAR PITTSBURGH KANE OFTEN PAINTED A HOUSE IN THE HOPE THAT ITS OWNER WOULD BUY THE PAINTING



KANE'S LOVE FOR DETAIL IS ILLUSTRATED IN "TURTLE CREEK VALLEY" (ABOVE) WHERE WINDOWS IN THE FARTHEST HOUSE SHOW CLEARLY

PITTSBURGH WAS JOHN KANE'S PAINTING LOVE

When people asked John Kane why he always painted Pittsburgh he replied that Pittsburgh was his city. He helped build its mills, pave its streets, paint its houses. Why shouldn't he paint it? On these pages are the scenes in and near Pittsburgh that Kane loved to paint. They show Kane as a naïve and painfully realistic artist, whose absorption was painting with careful accuracy and detail. An unlettered and literal man, Kane wanted to paint everything exactly as he saw it. Nothing was dabbled

on his canvases impressionistically. The most distant visible house in his paintings shows every window and the nearer brick buildings show individual bricks. Because he built houses himself, Kane knew the feel of bricks and beams and how each one fitted next to another. The honesty and solidity of his painting grew out of his manual work and experience. His sensible, straightforward color (green was his favorite) derives from the simple colors he used to slap on walls with his fat housepainter's brush.



KANE LOVED TO CLIMB TO HIGH PLACES AND GET A GRAND SWEEP ON HIS CANVAS AS HE DID IN "NINE MILE RUN SEEN FROM CALVARY"

Aged a Million Years

A split second to make a raindrop... a summer to grow a barley grain... but a million years to form a stalactite. Why does Mother Nature take so long to produce her wonders in caves? Because to do each thing right, she finds a certain measure of skill is needed—a certain amount of time is required.... And so it is in producing fine beer. Choicest hops, finest barley are not alone responsible—months of careful ageing cannot be given full credit—nor is all the skill of 80 years' brewing experience the sole factor. But the three combined give you **BUDWEISER**—a beer matchless in bouquet, distinctive in flavor, always sparkling in golden richness.

MAKE THIS TEST!

DRINK Budweiser FOR FIVE DAYS.
ON THE SIXTH DAY TRY TO DRINK
A SWEET BEER • YOU WILL WANT
Budweiser's FLAVOR THEREAFTER.



Budweiser
AMERICA'S SOCIAL COMPANION



Order a carton for your home
NO DEPOSIT REQUIRED

A N H E U S E R - B U S C H • S T : L O U I S

PAINTER KANE OF PITTSBURGH (continued)



A mild scandal resulted in 1931 when someone washed the left half of a Kane painting (above), revealed a photograph underneath. Kane was puzzled that painting over photographs was unethical. He did it infrequently, intended no deception.



John Kane's widow attended the posthumous honoring of her husband. Because he was a laborer, his paintings were chosen to hang at the opening of the Department of Labor building in Washington. (The man is Assistant Secretary McGrady.)



Kane's literalness can be sharply seen by comparing this photograph of Turtle Creek Valley with Kane's painting in the photograph above, or the one on page 46. Close comparison reveals the editing and rearrangement that Kane permitted himself.



SEND flowers— don't wear them in your hair!

It's no longer necessary to endure the common or garden variety of hair "tonics" whose cheap flowery scents misrepresent both your taste and your masculinity! There's something new for Hair—Fougere Royale Hair Lotion—and it's all man. It has the fragrance of the Royal Fern—clean, woody, exhilarating. It grooms your hair handsomely—stimulates the scalp—corrects dryness—yet isn't oily. There's not a shank in a car-load! Price 85c.

Fougere Royale Shaving Bowl. The trend is back to Luxurious shaving via this handsomely turned out natural wood bowl of the miraculous Fougere Royale Soap. \$1.00.

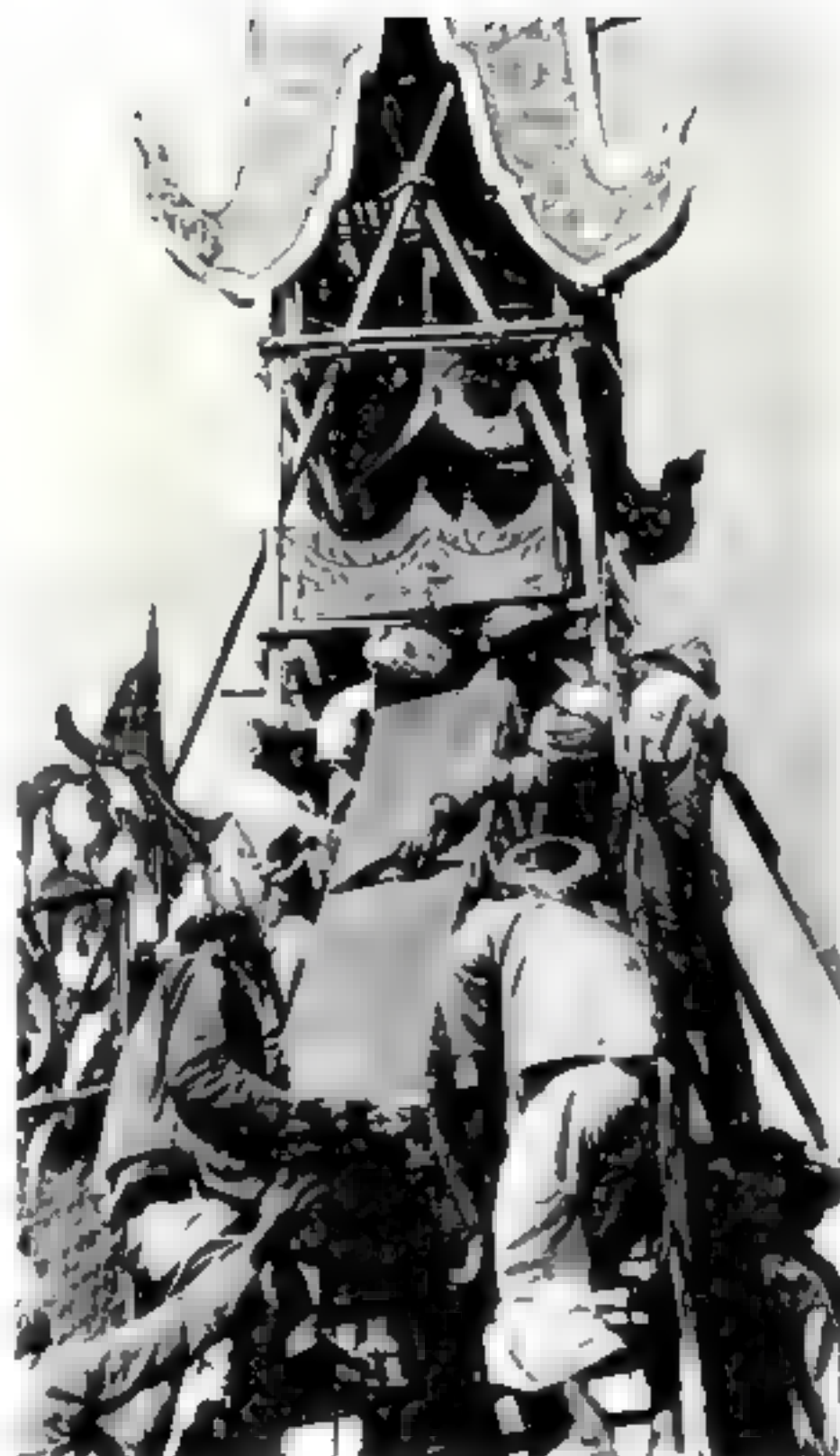
Fougere Royale After-Shaving Lotion... a dash of refreshment for razor-roughened skins. Slightly astringent to soothe little nicks; Royal Fern in fragrance to delight your senses. 85c.

Fougere Royale Talc. Supremely fine in quality, toned for men's skin, scented for men's senses. There's nothing coquetish about this talc. 55c.

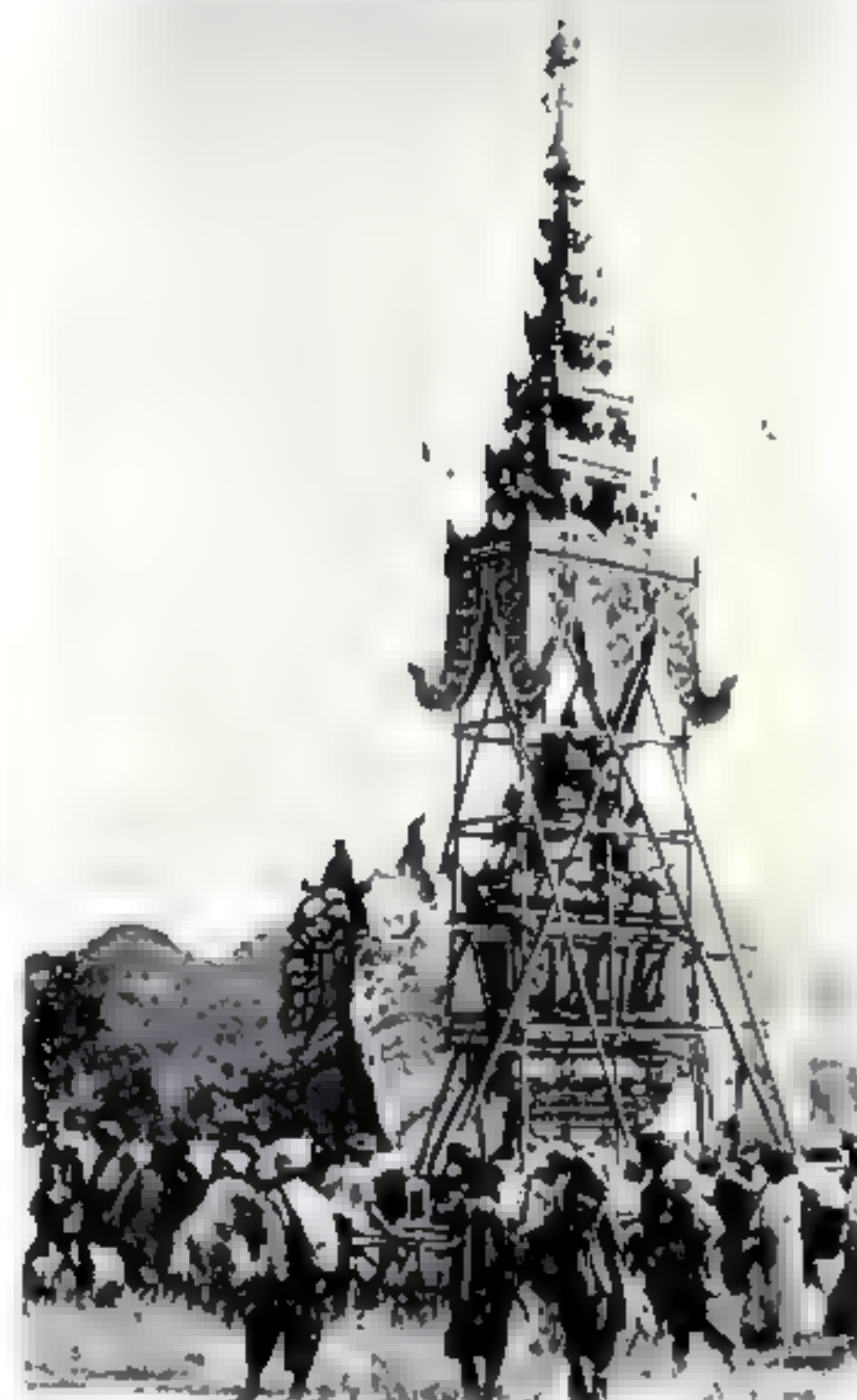
FOUGERE ROYALE by HOUBIGANT for men

BURMESE CREMATE A MONK WITH BUDDHIST FESTIVITY

Other peoples may live more sumptuously on earth, but none leave it with greater magnificence than the Burmese. If the deceased, in addition to having lived a pious life, is a monk, then the whole village turns out for his cremation. For in this remote Asiatic country, wedged in mountain ranges between India and Siam, Buddhism has one of its strongholds and village monks are beloved. Yet their death evokes no mourning, for Buddhists believe that the soul is reborn or attains *Nerk Ban*, the state of Nirvana. Hence, villagers build for their dead priest a bamboo and paper funeral house, and for several days hold gay festivities around it. Then they roll it to a field nearby and cremate the corpse in it.



The body of a dead monk, preserved in honey for a year, is hoisted into the cremation pagoda near a Burmese village.



The funeral tower containing the Buddhist monk is then pulled on a wagon to an open field by pious villagers.

Women look better —feel better!

That's why they help to make this the most widely used laxative in the whole world!

WOMEN value the fresh, healthy look that compels admiration. To get it, to keep it—they are constantly trying, and rejecting, many products that promise to help. But when they do find one that *really* helps—like Ex-Lax, for example—they are intensely loyal. They stick with it, talk about it, recommend it! . . . And that's *one* reason why Ex-Lax is the most widely used laxative in the world today!

Millions of women regard Ex-Lax as a real aid to health and beauty, because they have proved that its smooth, thorough action brings new freshness . . . because they have found, just as you will find, that Ex-Lax helps them to look better and to feel better.

Ex-Lax works by the "gentle nudge" system. This system is a simple, easy,

effective method of giving you a thorough cleaning out. Ex-Lax just gives your intestines a gentle nudge at the point where constipation exists. Evacuation is easy, comfortable—and complete.

After taking Ex-Lax, you'll feel *clean*. You'll feel more *alive*. And you'll be grateful for the absence of the strain and nausea that make the action of a harsh purgative so unpleasant.

Another thing—Ex-Lax tastes just like delicious chocolate. Children actually enjoy it, and it's just as good for them as it is for you. Available at all drug stores in economical 10c and 25c sizes.

FREE! If you prefer to try Ex-Lax at our expense, write for free sample to Ex-Lax Dept., M157, Box 178, Times-Plaza Sta., Brooklyn, N. Y.

When Nature forgets—remember

EX-LAX

THE ORIGINAL CHOCOLATED LAXATIVE





The pyre is set afire by a flaming arrow shot by an archer. The pyre above is a relatively simple one. When Aung-mye-bonzan, Buddhist high priest, died last year, festivities lasted six days on the hill leading to Rangoon's Shwe Dagon pagoda, central shrine of Burma. A whole city of bamboo funeral houses was built, dominated by an 80-ft. white griffin, Buddhism's sacred half-lion, half-eagle symbol. At midnight of the sixth day, the high priest's coffin was placed on the griffin's back and the structure touched with flame.

(continued on p. 52)



Here's Babe Ruth as he broadcasts Wednesday and Friday evenings over Columbia Network, telling you how Sinclair is giving away every week, absolutely free, two...



... beautiful, 1937 streamlined Nash Ambassador Eight sedans. Other weekly prizes include...



... 20 RCA Victor auto radios equipped with RCA metal tubes, and 500 Spalding Official National League baseballs, "Babe Ruth autographed". Drive in to...



... your nearby Sinclair dealer's today for a free weekly entry blank. No purchases are necessary. P.S. You'll feel safer if your car is Sinclair-ized for summer now.

BURMESE CREMATION (continued)



Burmese women kneel in prayer as pagoda, coffin, and body burn to ashes. The fire has now released the spirit for its flight to *Nek Ban*, eternal goal of Buddhism. A

bamboo and paper *Nat* (good spirit) is usually burned with the funeral house to guide the monk's soul heavenward. Buddhists often build ornate ceremonial structures.



AN INTENSE MOMENT (left). Phillips Lord at the mike. Note how closely he follows the script. An actor can't fumble words. For realistic performance Gang Busters' scripts must be clear and instantly readable.

ACTION! THRILLS!

GANG BUSTERS

ON THE AIR!

... another famous radio show guided by scripts on Hammermill Mimeograph Paper

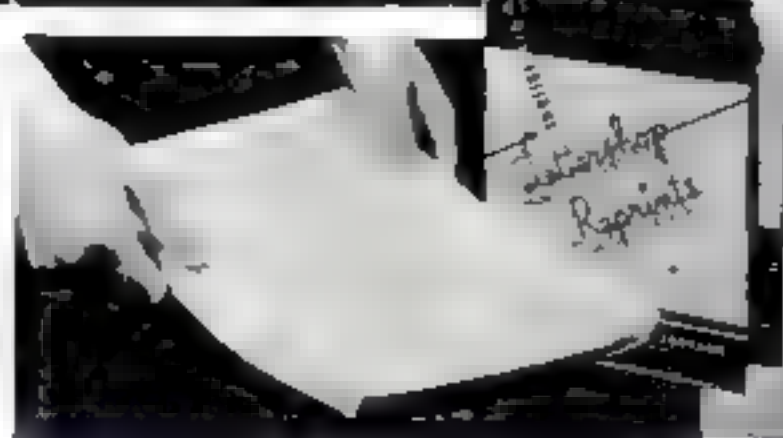
RAPID-FIRE DIALOGUE (right) impossible unless every actor's script is clear, sharp, readable. A muffed line will kill the most dramatic situation. That's why the Gang Busters read their lines from Hammermill Mimeograph Paper.



SOUND EFFECTS (left) play a big part in creating excitement for the Gang Busters. Sirens, gunshots, shrieks—each effect is cued to the split second. Crystal clear Hammermill scripts highspot every cue, aid in proper timing, smooth production.

Hear Gang Busters on CBS, Weds., 10 P. M., E. D. S. T.

100 SHEETS FREE—Test Hammermill Mimeograph in your office against the paper you now use. Compare its fast performance and clean, bondlike copies. Send for free 100-sheet test packet and informative new Portfolio of Lettershop Reprints on Hammermill Mimeograph. Write to Hammermill Paper Company, Mimeograph Division, Erie, Pa.



HAMMERMILL

MIMEOGRAPH PAPER

BY THE MAKERS OF HAMMERMILL BOND



FROM the tall timber region to the sage-brush Texas border, men are working . . . working hard and happily. Farmers are ploughing, men are felling trees, wielding drills, driving trucks, building houses, bridges, skyscrapers . . . there's work to be done —and plenty of it!

Strong clothes are needed . . . clothes that are as tough as the job. Work clothes made of Pepperell Fabrics have lasting strength . . . are priced right for every pocketbook. Millions of men buy work clothes that bear the Pepperell Label — their guarantee of quality and value. Pepperell Manufacturing Company, 160 State Street, Boston, Massachusetts

PEPPERELL WORK CLOTHES FABRICS

Coverts, chambrays, pin checks, whipcords, Duvelins — Pepperell makes fabrics for every type of work clothes, designed for every kind of work. Regardless of the job at hand, there is a Pepperell Fabric woven specifically for it.

The right to use the Pepperell Fabric trademark label in finished garments is carefully controlled by Pepperell. Only those manufacturers who measure up to Pepperell standards can use this famous name on the merchandise they make.



LOOK FOR THIS LABEL ON Men's and Boys' Shirts, Shorts and Palamas, Sheets, Wash Fabrics, Blankets, Crib Blankets, Wash Dresses, Raincoats, Rayons, Women's Slips, Aprons—an almost any kind of cotton goods.

"CANDID" CLARK

Gets Pictures for an Ad in "Life"

... and a No. 1 CAR to boot!

"THEY'RE GETTING UP AN AD FOR LIFE"

"JUST GOT A HURRY-UP CALL," says "Candid" Clark, ace advertising photographer and candid camera expert. "Got to make a lot of automobile photographs." Mrs. Clark smiles, "Wish you'd buy one of those new cars you're always photographing."



BEG PARDON, "CANDID" CLARK, but there *is* a front seat with that much room in every Hudson and Terraplane... 55 full inches of solid comfort for three. You can lay this 55-inch ruler across the seat and *still* close both doors! You can't do that in any other popular car

BUT HERE'S THE PICTURE HE GOT!



... none has a front seat which comes within several inches of this width. And none has such clear foot-and-leg room for all three front seat passengers! With Selective Automatic Shift, there are *no* gear shift or brake levers to stumble over.

"SUCH A LOW RACY CAR! THE REAR FLOOR CAN'T BE LEVEL!"

BUT HERE'S THE PICTURE HE GOT!



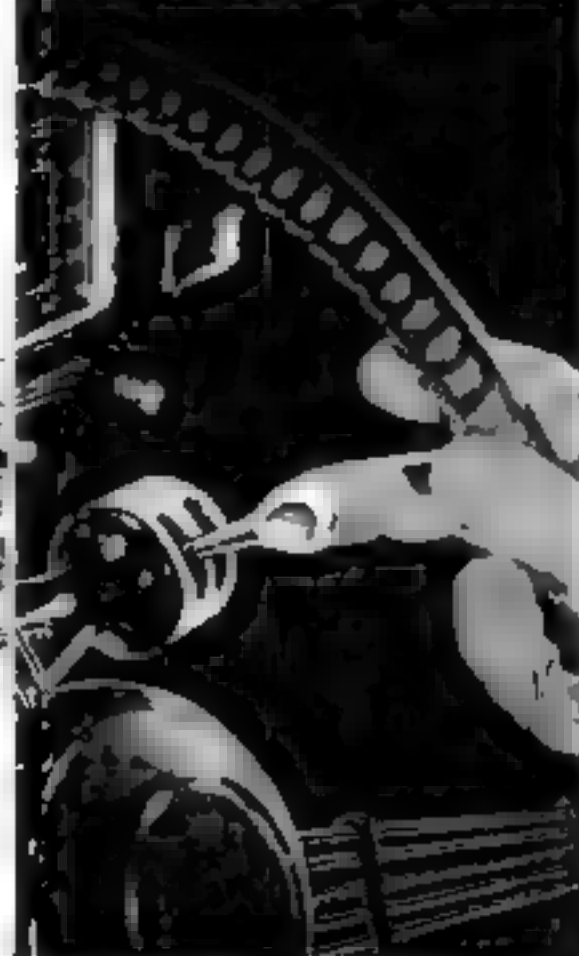
NO "HUMP" HERE! A lower center of gravity and road hugging stability... yet a clear, *level* rear floor for three sets of feet. And all around, finer fabrics, finely tailored; convenient ash receptacles; rear seat

arm rests; all the big "little things." And matching the *interior* luxury features, there's No. 1 style outside... *distinctive* beauty in a body *all* of steel with seamless roof of solid steel.



LIFT A TOE... FLICK A FINGER... AND GEARS SHIFT! No reaching for a hand gear lever. No need to push a clutch pedal. Just lift a toe from the accelerator... flick a finger on the little control up at the steering wheel... and gears shift themselves! That's the new way to drive with Selective Automatic Shift, optional on all Hudsons and Terraplanes, not available on any other popular car. Front floor *all* clear.

BUT HERE'S THE PICTURE HE GOT!



"CAN I AFFORD A CAR LIKE THAT?"



THE PRICE IS THE BEST NEWS OF ALL, as "Candid" Clark quickly discovers. For with all its size, power and big new features, Terraplane is a *low priced* car! And Hudson, in the *moderate price field*, costs only a few dollars more. Drive a No. 1 CAR today... your nearest Hudson and Terraplane dealer has one all ready for you to try.

Ask about the New Low-Cost Hudson - C. I. T. Time Payment Plan

... terms to suit your income

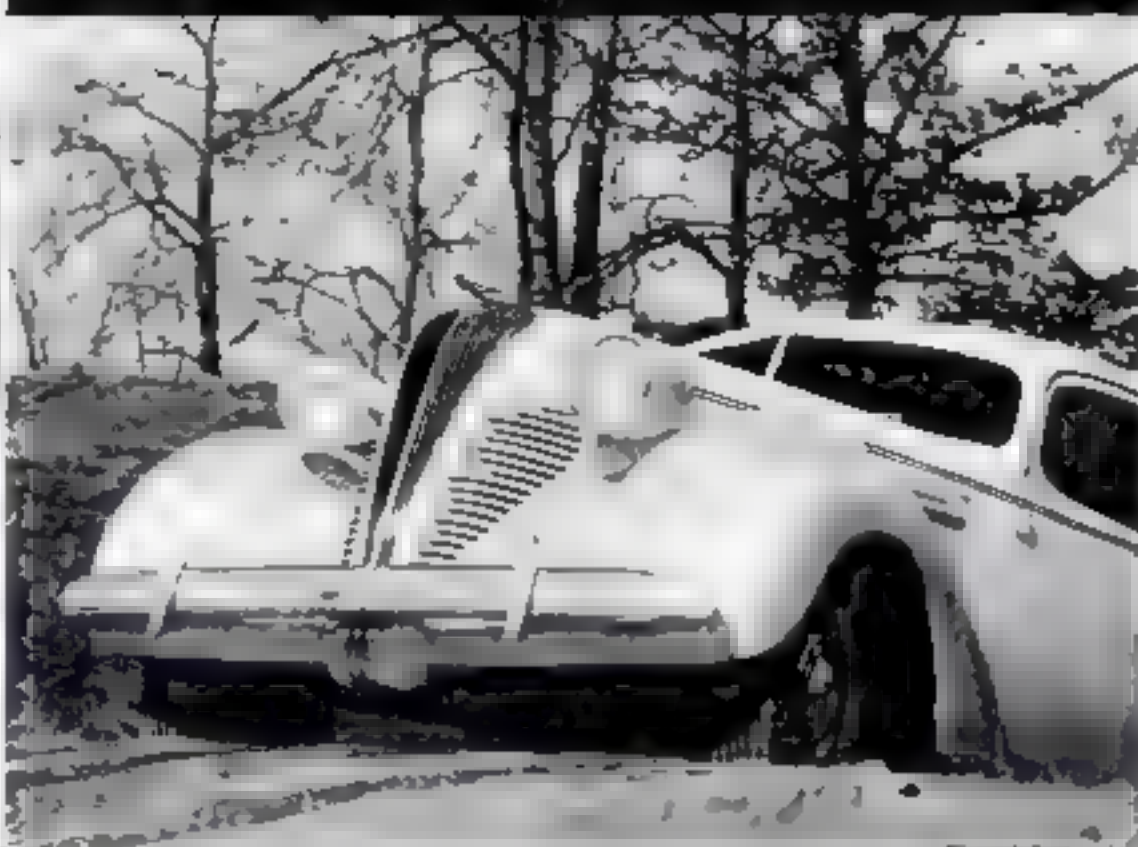
HUDSON

No. 1 CAR

MODERATE

"NO CAR CAN CLIMB
THAT HILL IN HIGH"

BUT HERE'S THE PICTURE HE GOT!



"WHAT DO YOU MEAN
TWO BRAKING SYSTEMS
FROM ONE PEDAL?"



BUT HERE'S THE PICTURE HE GOT!



WRONG AGAIN, "CANDID" CLARK! Records prove there's not a hill on a main highway in the United States that a Hudson-built car can't take in *high gear*! For these cars have the top power of their price classes... 96 and 101 horsepower in Terraplane, 101, 107 and 122 in Hudson. *Dual*

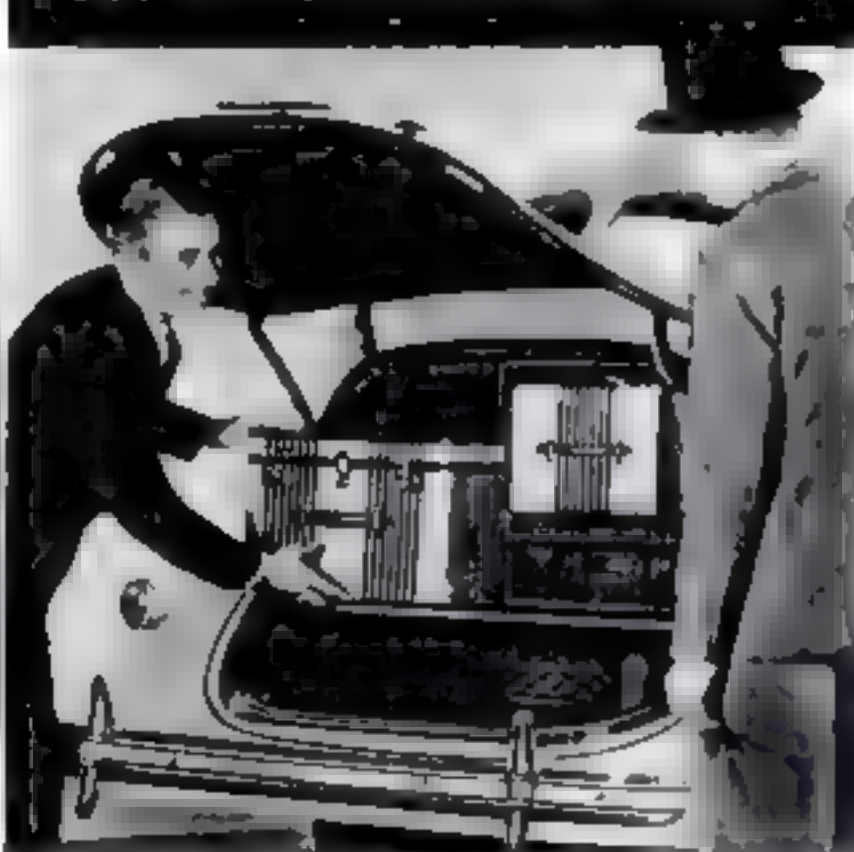
carburetion in Super Terraplane and all Hudsons. 1937 performance and endurance proved by 41 official records. No. 1 economy, too... Terraplane beat every other leading low-priced car, and Hudson beat every other fight, in the official 1937 Los Angeles-Yosemite Economy Run.

EVEN WITHOUT HYDRAULICS... YOU'D STOP! An easy pressure on the brake pedal and powerful hydraulics stop you, short and straight and velvet-smooth. No "nosing down" when stopping. And, operating from the *same* foot pedal, there's a *separate* safety braking system that

takes hold *automatically*, if ever needed. They're Duo-Automatic Hydraulics... safest stopping ever built into any car... and only Hudson and Terraplane have them. Still a *third* braking system, too, from the easiest handling of all parking brakes, up at the instrument panel.

"WHERE'LL YOU FIND
ROOM FOR ALL THIS?"

BUT HERE'S THE PICTURE HE GOT!



21 CUBIC FEET OF SPACE for luggage and spare tire in trunk... 18 cubic feet in the standard enclosed rear compartment which was originated in cars built by Hudson. In either trunk or compartment models, en-

tire space is usable for luggage when spare tire is carried in a smart side-mount, available at special low price. Roomiest of all package lockers is built into instrument panel... 1002 cubic inches capacity!

"HOW'LL WE GET ALL
THESE PEOPLE IN?"



PLENTY OF ROOM FOR SIX! No. 1 size and room... on 117-inch wheelbase in Terraplane; 122 and 129 inches in Hudson. More leg room, head room, shoulder room. Wide, *full-opening* doors. And when six ride, they ride in comfort... long, gentle springs are free for

BUT HERE'S THE PICTURE HE GOT!



the first time from all steering and braking strains; have nothing to do but *cushion your ride*. There's new comfort for the driver, too, with amazingly responsive steering from new, easy-acting roller-tooth gears... plus widest driving vision in any popular car, 52½ inches.

HERE'S THE CAR HE BOUGHT

"The camera doesn't lie... It's the best
buy I ever made!"



OF THE
PRICE FIELD

TERRAPLANE

No. 1 CAR OF THE
LOW PRICE FIELD

Wins *all*

Beauty Contests!



SIMONIZ KEEPS CARS BEAUTIFUL FOR LIFE

You may have a new car or one that is several years old. Regardless, you'll never know how brilliantly beautiful it can look until you Simoniz the finish. Simonizing is truly the deluxe beauty treatment! Besides restoring the lustre to dull cars, it gives any finish permanent beauty . . . keeps it always sparkling and radiant in color. Simoniz also preserves the lacquer or enamel. A secret ingredient, found only in Simoniz, prevents weather, dirt, and ultra-violet rays from dulling and destroying these finishes. So, the sooner you Simoniz your car, the better. Do it today!

MOTORISTS WISE
SIMONIZ



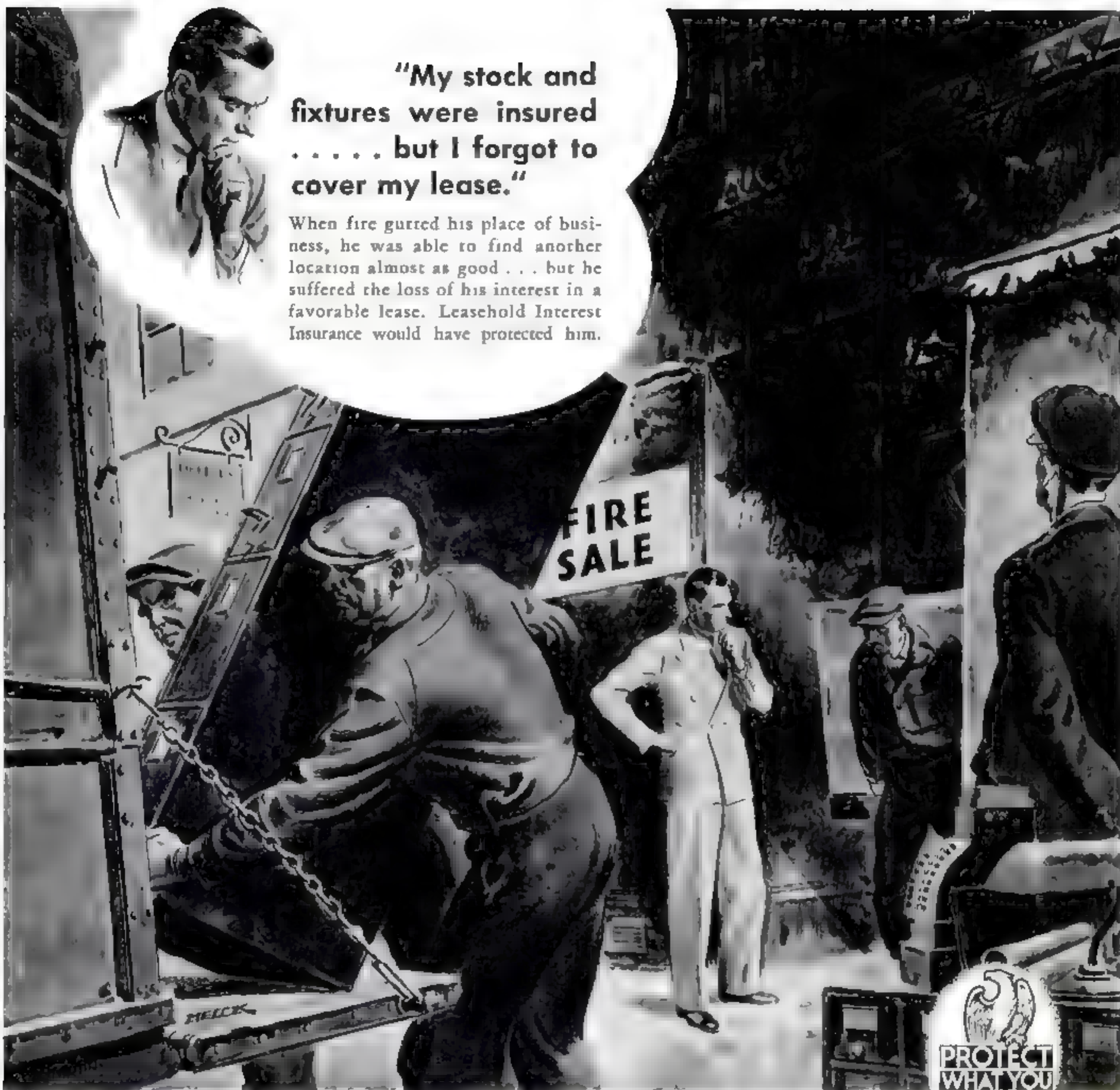
You can "Simoniz" only with Simoniz and Simoniz Kleener. Always insist on them for your car. There's nothing else like these remarkable products! Easy to use, inexpensive, and always dependable.



BABY GIANT PANDA GAINS 30 POUNDS

Above is Su-Lan, only giant panda in captivity, at the time of her arrival in New York last winter (LIFE, Dec. 28) with her captor, Mrs. William H. Harkness Jr. Caught Nov. 9 after a two-year, \$20,000 search in China's Szechuan Province, she then weighed 4 lb. 12 oz., measured 16 in. long. Today the 9-month-old baby weighs 35 lb., has more than trebled her size. Below she is taking her daily nourishment of powdered milk, syrup and cod-liver oil from Miss Mary Bean, daughter of the Director of Chicago's Zoological Park, her future home. When full grown, Su-Lan (Chinese for a-little-bit-of-something-cute) will weigh around 300 lb., stand 5 ft. high and eat nothing but Florida fresh bamboo shoots.





"My stock and fixtures were insured but I forgot to cover my lease."

When fire gutted his place of business, he was able to find another location almost as good . . . but he suffered the loss of his interest in a favorable lease. Leasehold Interest Insurance would have protected him.

SUCH failure to insure monetary interest in a lease brings to mind how easy it is to overlook important causes of loss that can be prevented by insurance.

The storekeeper today faces more threats of loss than he likes to think about. Yet, a loss is a loss whether due to explosion,

sprinkler leakage or a damage suit following injuries to a customer on your premises

Since the hazard you ignore may be the next one to cost you dearly, see to it that you are adequately protected. Excepting life, there is a North America policy for every urgent need, and a North America

Agent (or your broker) to gladly advise you. Consult him as you would your doctor or lawyer

North America Agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America

North America Protection

for the storekeeper also includes:

SUPPLEMENTAL CONTRACT covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

SPRINKLER LEAKAGE covers damage due to accidental operation of automatic sprinkler system.

PROSPECTIVE EARNINGS (Use & Occupancy), during business interruption caused by fire or other specified hazard, pays what you would have earned had no such damage occurred

AUTOMOBILE - AUTO. PROPERTY DAMAGE

PLATE GLASS

MERCANTILE OPEN STOCK BURGLARY

MERCANTILE SAFE BURGLARY

MERCHANTS' PROTECTIVE (Blanket Coverage)

EMPLOYER'S LIABILITY

ELEVATOR LIABILITY

OWNERS, LANDLORDS & TENANTS LIABILITY

North America Agents

A Nation-wide Group representing INSURANCE COMPANY OF NORTH AMERICA, Philadelphia • Founded 1792

ROBERT HITCHCOCK (LIFE, Feb. 1934)

HEIMANN GÖRING

LIFE, Feb. 8,

HELEN HAYES

(LIFE, Nov. 29)

LEON TROTSKY



DARRYL ZANUCK (LIFE, Feb. 15)



ELEANOR ROOSEVELT LIFE, March 16



QUEEN MARY (LIFE, April 19)

LIFE

IN its first twenty-five issues, LIFE has done a "Biography" of two Movie Stars and two Dictators, one Queen of England and one Would-Be Queen, the First Lady of the Land and the First Lady of the Theatre, the United States' Chief Justice and the World's Chief Trotskyist . . . Almost every week LIFE has done a Biography or Portrait or Sketch of someone notable for something.

The process of getting a span of pictures to spot or high-light a life-story is one of search and research. Particularly is this true for the early chapters of the story—since LIFE's Editors can't send out staff photographers to take good shots of Helen Hayes as a toddler or Hitler as a surly schoolboy.

The search into the past tense has led LIFE's staff from old files in newspaper agencies to a schoolmate's hoard of snapshots, to a grandmother's family album, and to old trunks in a

THE WHITE HOUSE

LIFE, March 8

(LIFE, Feb. 22)

ROBERT TAYLOR LIFE, Nov. 23

MANUEL QUEZON
LIFE, April 12

and Lives

store-room. It has led to a birth-controller's attic, to the ancestral oils in a stately house, to an army captain to whom the present President of the Philippines once surrendered.

Wherever they come from, LIFE's biographical pictures end up in a unique union of words and pictures that is neither a detailed timetable of a career, nor a glamor-portrait that leaves all the freckles off. It is an Impression of a life—the close, intimate impression that that schoolmate or that grandmother who supplied the pictures and their reminiscences might make you feel.

In future issues LIFE's readers will get the "feel" of many varied lives. Biographies are now being weaved together from faded old pictures and contemporary new ones by LIFE's own photographers—Biographies of famous people, people just coming to fame, people abroad, people here. Because—LIFE *likes* PEOPLE.

JOSEF STALIN (LIFE, Nov. 30)

JOAN CRAWFORD LIFE, March 1

WALLIS SIMPSON LIFE, Dec. 14

LIFE — LIFE — LIFE — LIFE — LIFE



Liberal: JAY FRANKLIN's daily Washington column pleases Iowa New Dealers—causes letter flood from outraged "tories."



Middle: LIPPMANN's calm column clicks with middle-course Iowans.



Conservative: Old Guard champion FRANK KENT rounds out "all sides" Register and Tribune news comment policy.



"Smile when you say that!" says Register and Tribune's own funnyman ED REED in daily cartoon feature "Off The Record," bought by 137 alert American journals.

A New York editor would give an arm to corral half this "Who's Who"

Plaudits of wonder-struck Manhattan would reward a New York editor who could lure to his staff the twelve stars on this page—but Iowans take them, and others, in their stride. Their own famed state daily, The Des Moines Register and Tribune, already prints them all!

Almost half the families in Iowa shop through The Des Moines Register and Tribune news columns every day for their favorite journalists . . . and through Register and Tribune advertising columns for the goods alert merchandisers offer them. These alert advertisers sell to the whole rich state of Iowa—two and a half million able buyers—with one inexpensive impact



"Small town boy in big city" role endears O. O. McIntyre to Iowans.



Dorothy Thompson sees news eye to eye with intelligent Iowa women.



"Ding" Darling, Pulitzer prize winning Des Moines Register and Tribune cartoonist, eschews Gotham's glitter to live in Iowa . . . appears in 100 top-flight U. S. newspapers.



Mark Sullivan's erudite utterances click with top U. S. Literacy of Iowans . 99 2 per cent.

Grantland Rice spouting poetry or pugilism gets Iowa sports fans' "o. k."



Ripley oddities cash in on sideshow urge that makes Iowans top circus fans.

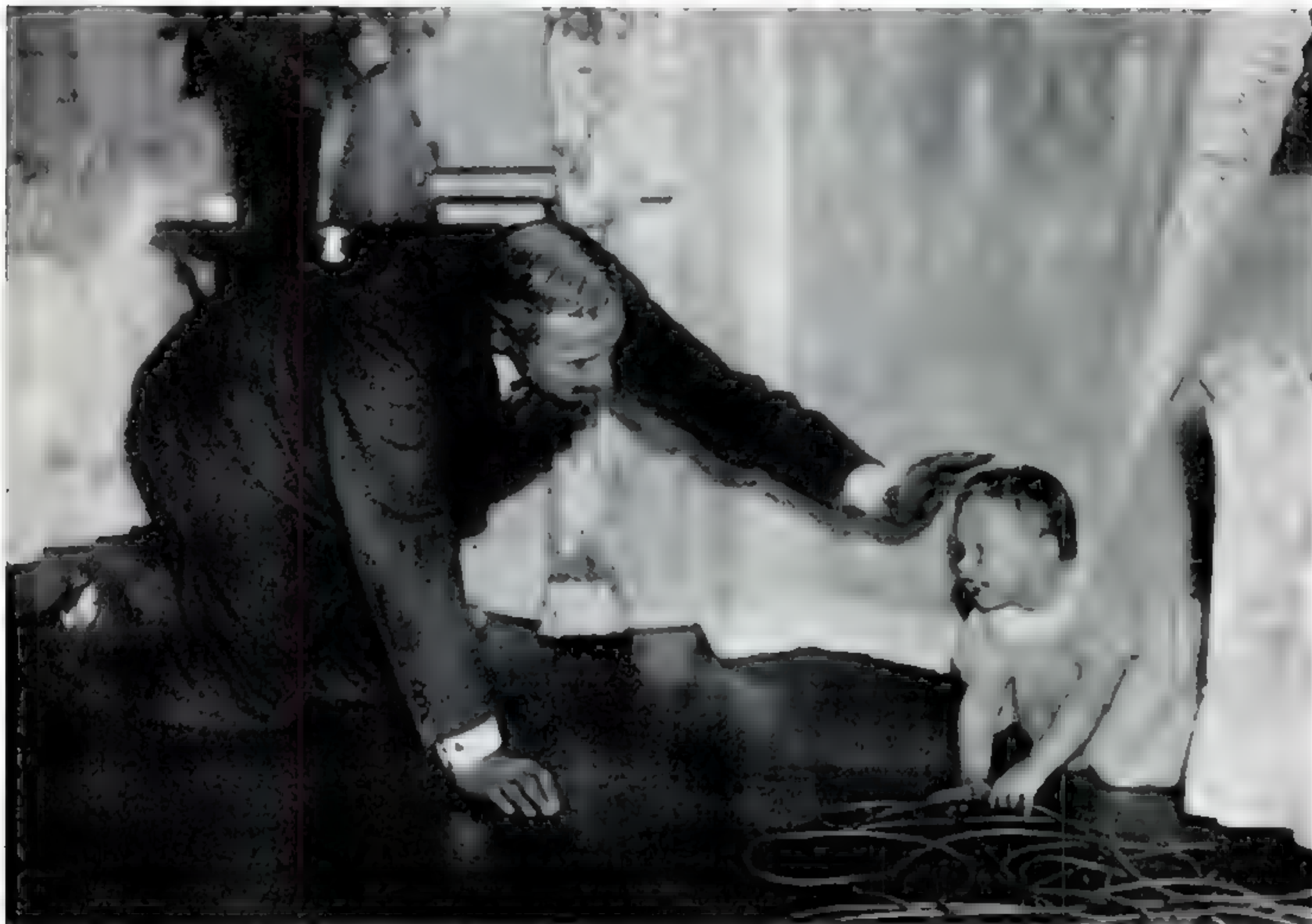


David Lawrence caters to fact-minded Des Moines Register and Tribune readers.



Ranger Tex Winchell rides again . . . loops Broadway into Main Street for many of 312,540 Sunday; 290,825 daily Des Moines Register and Tribune families.

THE CAMERA OVERSEAS: THE DANES CELEBRATE CHRISTIAN'S SILVER JUBILEE



THE KING OF THE DANES PLAYS HIDE AND SEEK WITH HIS GRAND-DAUGHTER ELISABETH ON THE FLOOR OF THE ROYAL PALACE



TALLEST KING RULES EUROPE'S OLDEST KINGDOM

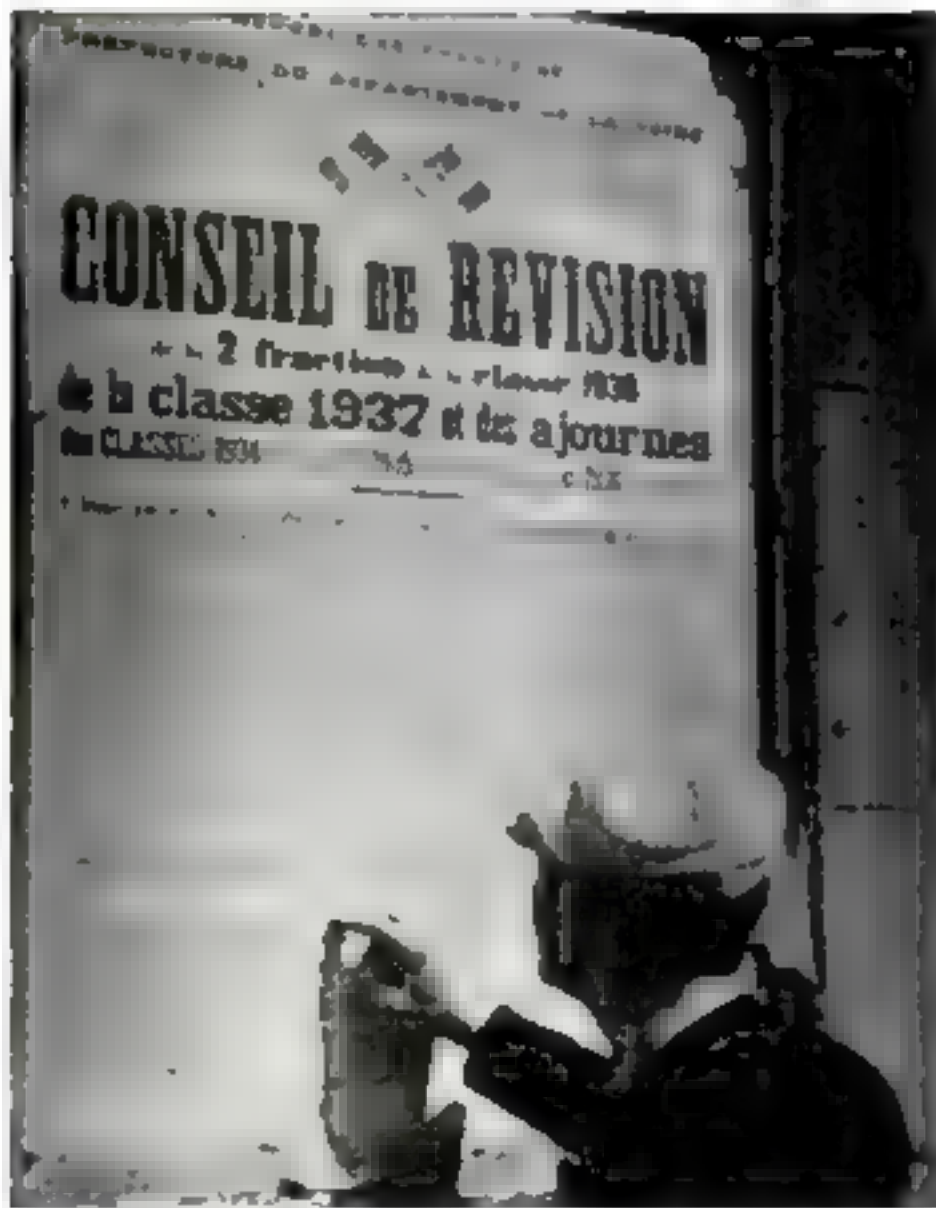
Danes are accustomed to see a tall, sombre-faced man riding a black charger through the heavy bicycle-and-auto traffic of Copenhagen each morning at 8. They notice that he invariably stops at intersections and waits for traffic lights like other folk. Often they wave him a greeting; generally he returns it with a reserved but friendly nod. On May 15, they will have a warmer greeting than usual for him. For on that day the tall, dark man, King Christian X of Denmark, will celebrate the 25th anniversary of his reign. All Scandinavia will join in the festivities of his silver jubilee.

Christian (left) has two distinctions. He is the world's tallest monarch (6 ft. 5 in.) and he rules the oldest kingdom (500 A.D.) in Europe. Though not a genial man, given at times to moody spells and violent bursts of temper, he is genuinely popular among his subjects in a typically Danish way. For the Danes are a hardy, democratic people; their ancestry dates back to the free race of Norsemen before the time of Beowulf, and they lack the mystic reverence accorded sovereigns by other European states. Christian X they accept with quiet affection

as a part of their "national property," in much the same spirit as they call their little land of crooked lanes, white farm-houses and gnarled forests *Foreningen Danmark*—"Denmark Inc." The phrase implies that Danes feel for their nation, as well as for their king, a shareholder's interest in a common enterprise.

King Christian, now 67, shares this feeling with them. Only once did he oppose the will of his people. In March, 1920, he dismissed his Radical (liberal) cabinet, and against popular sentiment, appointed a government of "Technicians." This defiant gesture nearly cost him his crown. Backed by trade unions, Socialists and Liberals proclaimed a general strike, forced Christian to appoint a new cabinet with subsequent elections. Since then, scrupulous of constitutional responsibilities, he has worked in harmony with Socialist or Socialist Radical coalitions. Now secure in the affections of his subjects, he spends his time in state duties, riding, hunting, yachting and playing with his only grandchild, the chubby little girl who was 2 on May 8, and who may some day be Queen Elisabeth of Denmark.

THE CAMERA OVERSEAS: FRANCE'S 1937 CONSCRIPTS CELEBRATE WITH SOUR RED WINE



The class of 1937 was ordered to register for physical examination by bulletins posted before every *mairie* (town hall) in France in April. This year's army conscripts will be the first to serve the two-year military service term.



These twenty-year-old Parisians are the latest batch of French War babies to enter the army. Like most children born of European combatants during the World War they are not robust. But so fearful are Frenchmen of their

neighbors across the Rhine that only youths actually disabled are rejected by examining physicians. If any of these boys is a law or medical student, or the father of children, he may postpone conscription for one, two or three years.



Examinations passed, conscripts bedeck themselves with badges and silk hats for a day of hilarity. At a street café they fuel up on Pinard, sour red wine served to French soldiers.



A trifle unsteady, but still merry, they pose for a street photographer who will sell them six tipsy pictures for 50¢. Two of them rehearse a farewell intended for their sweethearts.



Girls encountered on the streets of Paris must submit cheerfully to the kisses of these boys who, by being accepted into the army, have been officially recognized as mature men.



At army barracks the new conscripts are taken in hand by veterans and whittled into soldiers. For the next two years their daily pint of red wine will be provided by the State.



AFTER THE BANQUET OF THE KNIGHTS OF THE WINE BOWL, BURGUNDIAN VINTNERS HEAR AMBASSADOR BULLITT PRAISE U. S. WINES



A preliminary taste of a rare Burgundian dish is made by Jean Sallier, the headwaiter of Nuits-Saint-Georges' Hotel de la Croix Blanche. He is considered a gastronomic expert throughout the Côte d'Or section of food-loving Burgundy and when he approves a course, it is infallibly good.

A U. S. AMBASSADOR IS MADE A KNIGHT OF THE WINE BOWL

Three years ago, vineyard proprietors in Nuits-Saint-Georges, heart of ancient Burgundy, conceived an idea for advertising native vintages. They revived a medieval wine fraternity and called it the Chevaliers du Tastevin, after the little silver wine bowls (*taste-rin*) used for savoring. Grown famous, the fraternity now holds epicurean banquets in an old wine cellar (see above). On April 24, they invited U. S. Ambassador William C. Bullitt as guest of honor. After knighting him with a grapevine, and offering him a drink from their biggest ceremonial bowl, they listened to him extol U. S. grapes.



After the banquet is over the chef, Prof. Legendre, enjoys his own food and then washes it down with a bottle of Burgundy. Below, Ambassador Bullitt, after repeating the Chevaliers du Tastevin oath to cherish Burgundian vintages, receives the ceremonial bowl and starts to drain it.



THE CAMERA OVERSEAS: SCHIAPARELLI CLOTHES



"This will be lovely for Florence and Rome," said Mrs. Simpson while being fitted by Schiaparelli for this white

organza dinner gown with a printed red lobster and a flame inset on the bodice. A honeymoon in Italy is implied.



The sheer weight of pomp and ceremony has focused world interest on London where a shy Englishman and his proper English wife have been crowned rulers of the world's greatest empire. But genuine human interest turned rather to Tours across the channel where a more romantic drama was enacted. Certainly the women of the world were little absorbed in the conventional satin gowns of England's new queen. What Mrs. Wallis Warfield Simpson would wear, however, aroused their avid curiosity. Mrs. Simpson did not disappoint them. She ordered her gowns from Elsa Schiaparelli, maddest and most original of Paris *couturières*. With typical boldness, "Skap" fashioned for the bride of the year a white dance frock with a daringly tight bodice and a bright red lobster stretched the length of the flaring skirt (left). On other dresses were buttons shaped like fish, chessmen, butterflies. The complete wardrobe of 17 ensembles cost Wallis Simpson an estimated \$5,000. The Duke himself injected a note of personal frugality by announcing that he intended hereafter to buy only two suits a year. Happier than he had been for months, he left Austria the day Mrs. Simpson's divorce was made absolute (May 3), rode 23 impatient hours across France to Tours, found the woman for whom he gave up his crown awaiting him in the solitude of the Château de Cande library.

THE BRIDE OF THE YEAR



Scrolls are earmarks of Schiaparelli's genius. The butterflies on the tuxedo jacket (left) are of jet. The dark silk dress beneath it is marked by the sophisticated simplicity adored by Mrs. Simpson. The baroque scroll above dramatizes another simple gown and jacket of carbon-blue silk jersey. Beside the model wearing the dark red flowered challis (below), a Parisian royalist has scrawled "Vive le Roi."



Colored butterflies printed on blue crepe are characteristic Schiaparelli touches on this evening gown designed

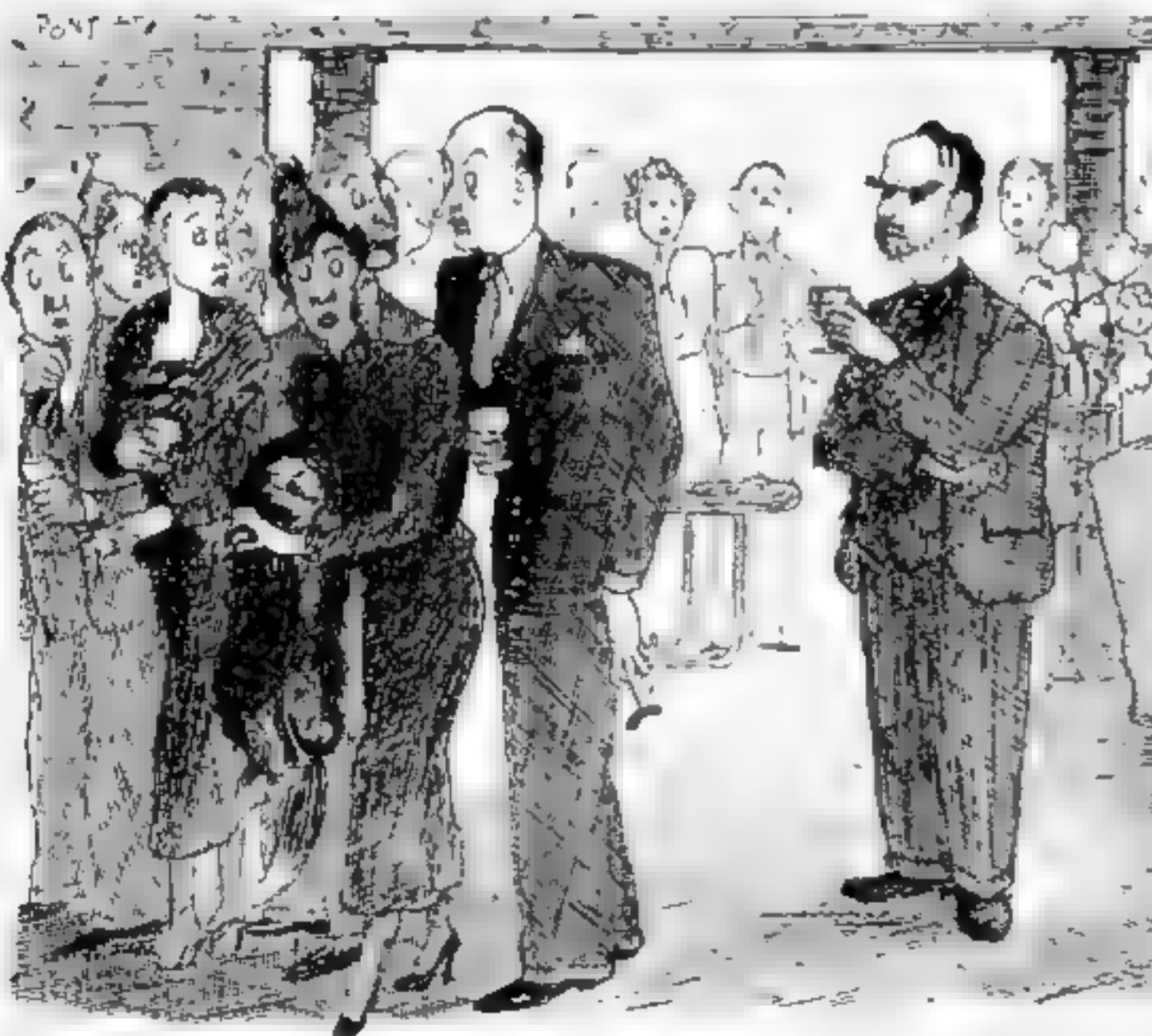
for the Duchess of Windsor. Over it, an evening coat of navy blue horsehair lace. Blue is the Duke's favorite color.



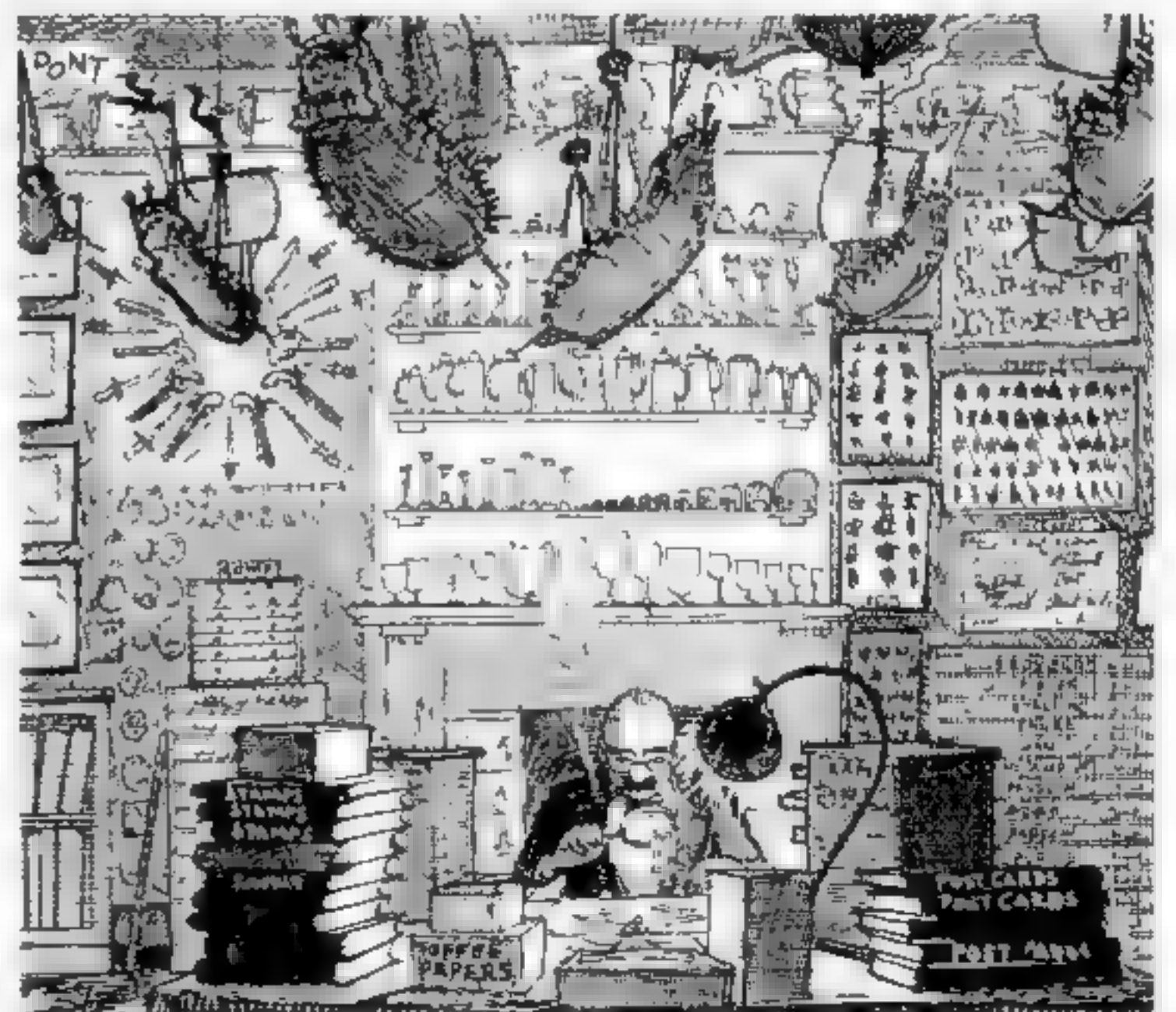
"INTEREST IN NATURAL HISTORY"

BRITISH CHARACTER

With all eyes on festive England this week, volumes will be written about British character. Visiting correspondents will marvel anew at these good-looking, stubborn, insolently bashful islanders who have somehow evolved a species more different from and yet more typical of the human race than any other people alive. And for the millionth time they will shake their heads over the British paradox. For here is a highly intelligent people that pretends to prefer propriety to reason, manners to intellect, tradition to sense. A people so practical that Napoleon sneered at them as a "nation of shopkeepers," yet so poetic that they have bred Shakespeares, Miltons, Shelleys and Keatses. A people full of ideals that has yet managed, on a fiercely competitive globe, to scoop out more square miles of empire than any other race of conquerors. Perhaps it is this task of remaining supremely British among yellow men, brown men and black men that gives Englishmen their crowning trait. For nothing is more characteristically British than that Britons know they have British character. On these two pages you see the work of a rare Briton who not only knows it but can laugh at it. In a current series of drawings in the English comic weekly *Punch* that are quaint, cluttered and slightly maniacal, Cartoonist Pont (real name, Graham Laidler) gives as true a picture of British character as the world has seen.



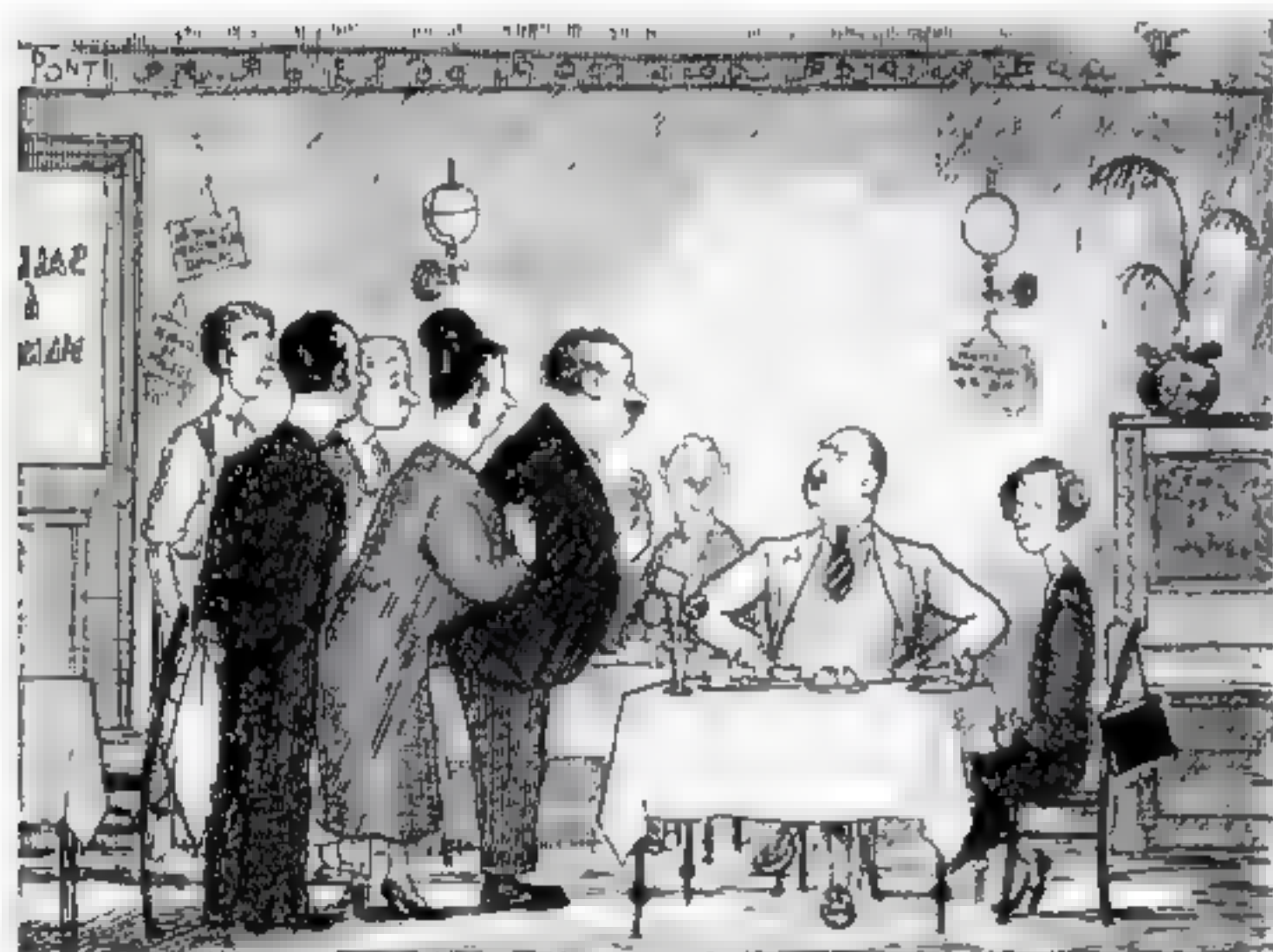
"IMPORTANCE OF NOT BEING INTELLECTUAL"



"A PASSION FOR FORMING COLLECTIONS"



"IMPORTANCE OF REMEMBERING THAT ONE IS A GENTLEMAN"



"ABSOLUTE INDISPENSABILITY OF BACON AND EGGS FOR BREAKFAST"



"REFUSAL TO ADMIT DEFEAT"



"THE IMPORTANCE OF BREEDING"



"STRONG TENDENCY TO BECOME DOGGY"

THE WATER WITH THE "CHAMPAGNE" SPARKLE

WHEN A LONG SPARKLE IS A NECESSITY...



MIX 'EM WITH CANADA DRY'S SPARKLING WATER

There are times when a man wants to *linger* over a highball and that's when he really appreciates Canada Dry's Water. The first sip of a highball mixed with Canada Dry's Water has an added tang and the last sip is as good as the first—because the sparkle *lasts*. You can leave an opened bottle of Canada Dry's Water in a refrigerator and it will keep its sparkle for more than twenty-four hours. Or pour some into a champagne glass and notice the clear, continuous sparkle. There's a secret to this "Champagne" Sparkle. It's PIN-POINT CARBONATION... a special Canada Dry process.

NOW AT NEW LOW PRICES

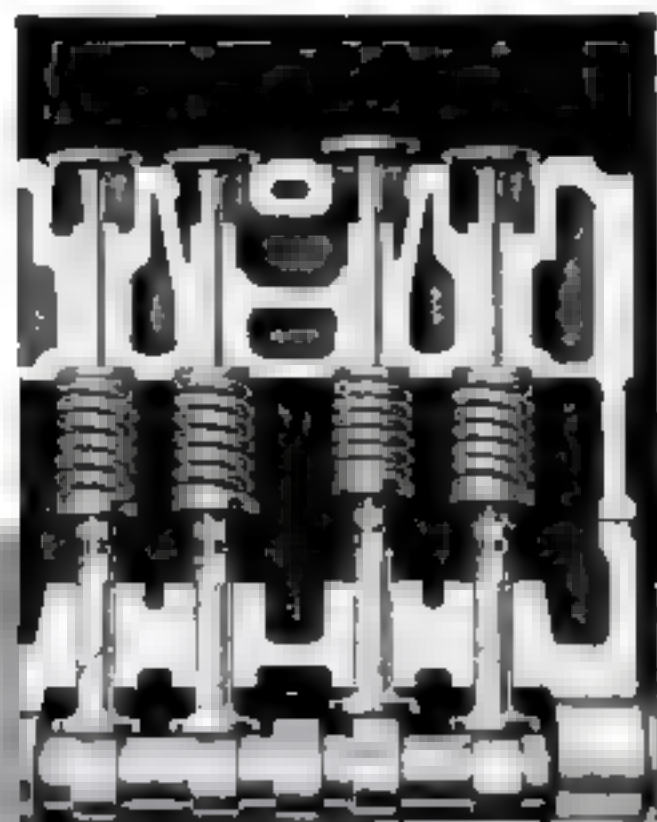
DUTCH SMOKERS TEST TOBACCO CROP

Every spring one of the world's great tobacco auctions is held in Amsterdam. A new crop, fresh from the tropical Dutch East Indies, is then examined for flavor and aroma by batteries of human testing machines. These are men who spend their days furiously smoking cigars. In one of Amsterdam's great tobacco warehouses they sit before little pulpits, 20 to 30 in a row (*below*), often smoking two or three cigars at once. After an inch of ash has collected on their tips, the cigars are turned over to brokerage attendants, who stick them on individual spikes on a rack. Tobacco merchants then pass along the racks, examining the ash for color and texture. The best tobacco leaves the whitest and most cohesive ash.



(continued on p. 70)

Every time you Start — your engine wears here



Intake and exhaust valves in your engine are constantly opening and closing. Wear on their stems, which are closely fitted into valve guides, can be reduced to a minimum by an oil which provides adequate lubrication at all times. To do this, it must be fast-flowing and tough bodied.

here

Properly fitting piston rings are essential in enabling your engine to deliver full power at lowest cost. But piston ring wear is greatly accentuated, especially when you start, unless the rings are protected by sufficient lubrication. To prolong piston ring life, your oil must be fast-flowing and tough bodied.

here

Pistons travel up and down at very high rates of speed, yet they are fitted into your engine to extremely close limits. Without adequate lubrication, particularly during starting, wear occurs. To reduce piston wear, oil must reach them the instant your engine "turns over" and stay there.

here

Bearings, throughout your engine, are also fitted very closely. Without adequate oil protection, friction causes severe wear. Your bearings may "burn out." To prolong bearing life and keep your engine running smoothly, oil must flow between them and other parts the instant you start, and remain there while your engine is running.

STARTING causes more wear than all the running

IT'S not the miles you drive that put the most wear on your engine! It's the simple act of *starting*!

Automotive engineers state that approximately $\frac{3}{4}$ of all engine wear takes place in the starting period.

Unless your oil flows instantly, over 100 closely fitted engine parts scrape against each other "dry" of lubrication when you step on your starter.

To minimize starting wear, Shell engineers have developed a new-type motor oil—Golden Shell.

FAST-FLOWING, it puts an oil cushion between engine parts the instant you start. **TOUGH BODIED**, it resists breaking down into sludge and carbon under the extreme temperatures of steady running.

Golden Shell Motor Oil is sold coast to coast. There's a Shell dealer in your neighborhood.

The NEW motor oil—

Golden Shell



It's in
the bag



of smart women who know the
secret of beauty-in-the-making



12 PACKS Cellophane Wrapped 25c
Buy them where you buy lipstick

USE KLEENEX LIPSTICK TISSUES

1. To shape lipstick becomingly
2. To blot excess lipstick
3. To blend rouge smoothly
4. To blend eye-shadow
5. To wipe away mascara
6. To remove excess make-up
7. To wipe off liquid nail polish

They save your handkerchiefs, gloves, gowns, napkins and towels. Keep them in your handbag, on dressing table and in guest bathroom.

KLEENEX LIPSTICK TISSUES

DUTCH CIGAR TESTERS (continued)



Cigar testers must be expert smokers. Good ones are hard to get and tend to become veteran employees of a single firm of tobacco brokers. The old-timer (left) smokes two cigars, his companion (right) three at the same time.



The inch of ash at the tip of each smoked cigar is carefully guarded. Stuck on spikes on long racks by cautious attendants, the tobacco in these cigars is tested for quality by the color and texture of the ash.



After hours of smoking, the mouth and throat grow raw. A swig of milk is the best remedy for this condition. Hence every broker's test smoker receives a quart bottle of milk from his company each morning.



BLUSHING FINGER-TIPS

• All the loveliest ladies are now blushing—at their finger-tips! These subtle new shades of nail polish with soft, rosy lights do the trick. They'll enhance the beauty of your hands whether they're ivory white or honey tan. Exclusive in the one prestige polish that looks better and lasts longer.

• ASK YOUR MANICURIST to apply one of these new, smart shades, or buy a regular-size bottle (50c) on our money-back guarantee.



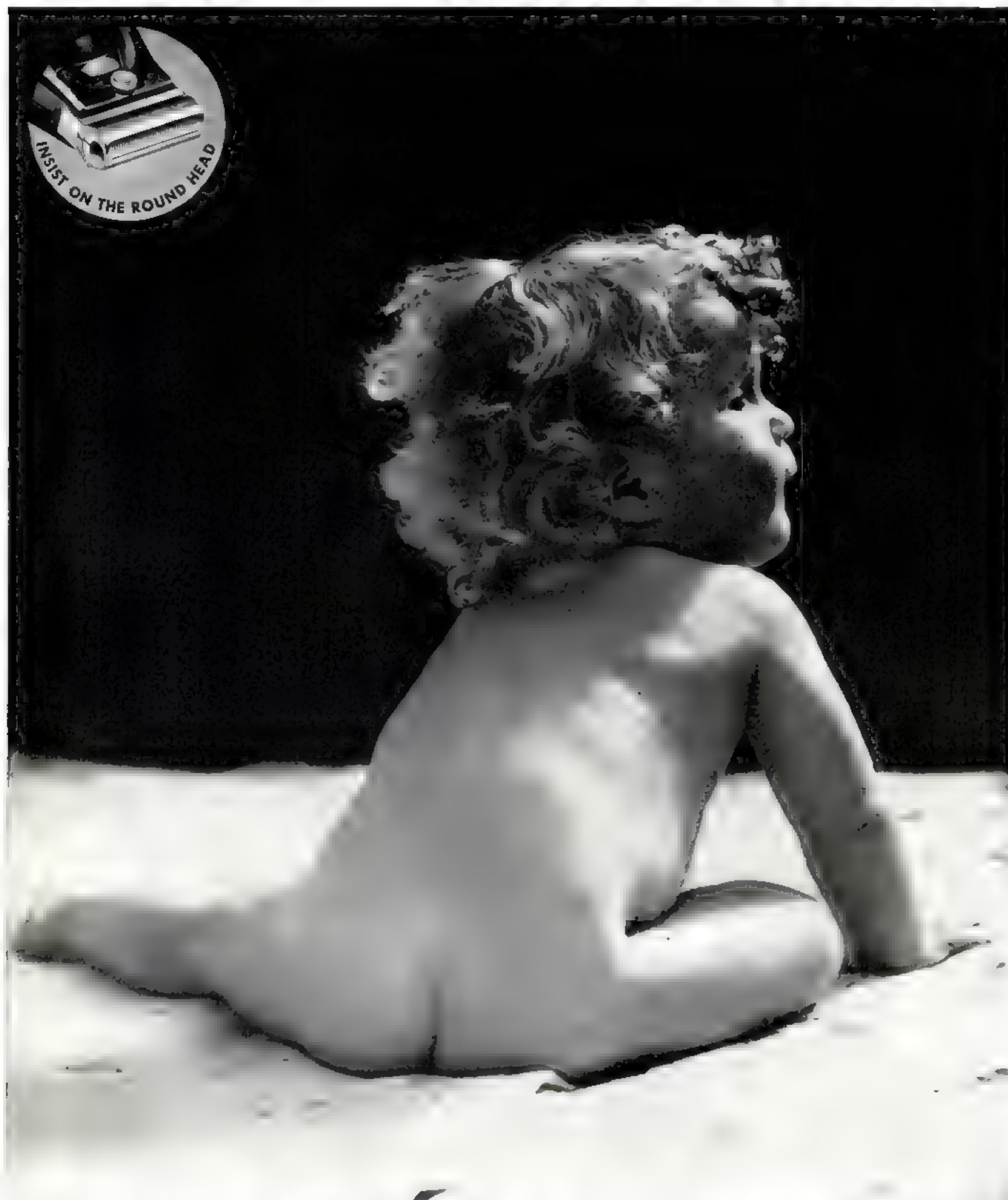
BLUSH
PEACH
ACORN
SUNRISE
SUNSET
PLUM RED
MAROON

La Cross
NEWARK, N. J.
CREME NAIL POLISH

50c the bottle

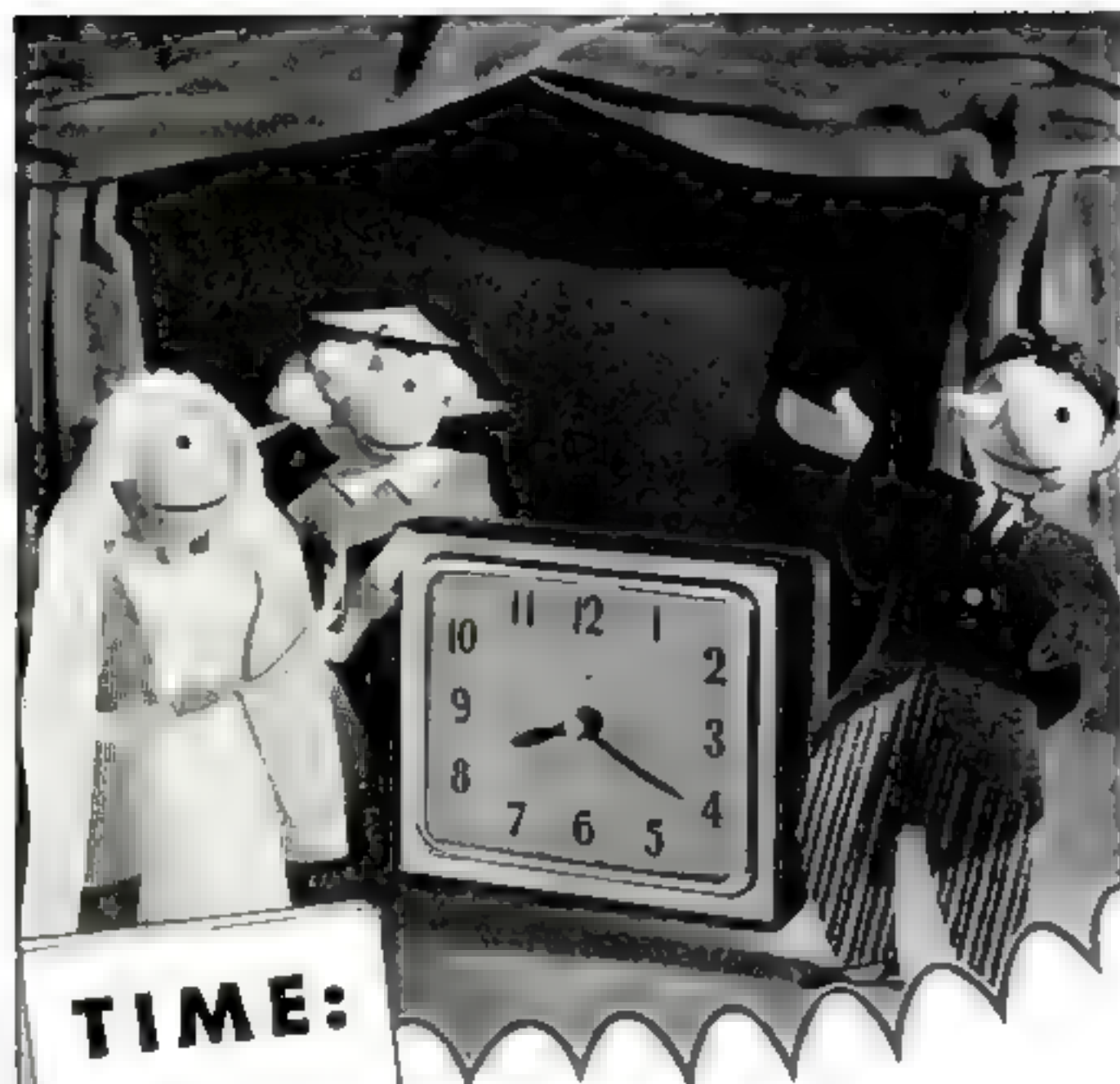
• It's smart to wear La Cross Creme Polish—the prestige polish that looks better and lasts longer.

• La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish. 1/2-oz. size, 25c; 2-oz. economy size, 50c



**JUST AN IDEA OF HOW SMOOTH YOUR FACE FEELS AFTER USING A
PACKARD LECKTRO-SHAVER**

\$15 everywhere. U. S. Pat. No. 1,970,518. Progress Corporation, 521 Fifth Avenue, New York
Copies of this picture without advertising will be sent FREE, on request



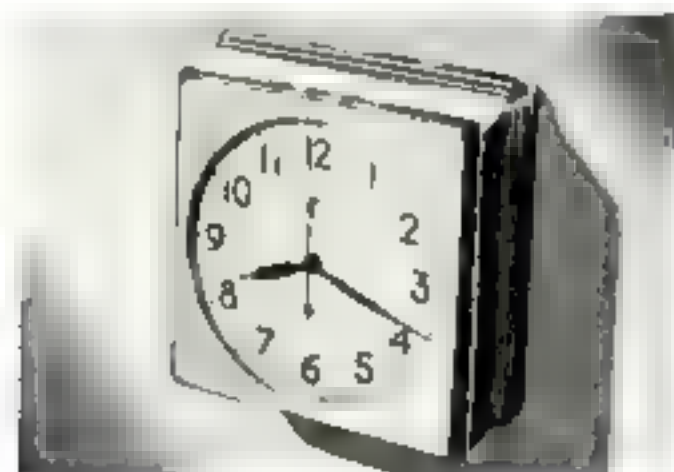
AND THE PERFECT
PRESENT IS

Telechron Time

(Above) **CONSTABLE**, a cheerful, small alarm clock. Molded plastic case in black, \$4.75. In ivory color, \$5.25. Sheriff, same model but with luminous dial. Black case, \$5.75. Ivory molded case, \$6.25. Unisex, same model as shown but without alarm. Black case, \$3.75. Ivory molded case, \$4.25.



EMBASSY, an attractive easel-type clock. The bezel is gold finished, and the black filled, etched numerals on a satin gold color background. And it is priced at only \$6.75. Mayfair, same design with alarm, \$7.95.



CONSORT, a popular clock for kitchen or bathroom use. A practical, efficient gift. Chrome-plated case with molded bezel in a choice of ivory, white, black, blue, green or red colors. Modestly priced at . . . \$4.95.

Telechron
(Reg. U. S. Pat. Off. by Warren Telechron Co.)

THE starred act, this June, is to present brides and grooms and graduates with Telechron electric clocks. Then their future appearances will be perfectly timed. And they won't miss any important entrances in either the social or business world. These quiet, accurate clocks are great helpmates in starting careers.

Precise Telechron clocks are styled by America's leading designers and motored for a modern world. There are many beautiful models for every room. Each contains the same fine self-starting Telechron motor, sealed in oil for quietness and long life. And four or five Telechrons, in different rooms, supply a complete time-keeping system. The same time, all the time, in every room.

Good jewelry, electric, gift, and department stores sell attractive Telechrons for as little as \$3.50.

Prices subject to change without notice.

WARREN TELECHRON COMPANY
Ashland Massachusetts

(In Canada, the Canadian General Electric Co.)

Schools, hotels, hospitals and office buildings are synchronizing their time with efficient Telechron commercial systems.

**SELF-STARTING
ELECTRIC CLOCKS**

Private Lives



JOHN ARNOLD CHRISTENSEN & MOTHER

His hair combed in a neat fringe over his forehead, **John Arnold Christensen** of Watertown, Mass., posed for a newspaper photographer. Master Christensen, his buxom mother proudly explained, is the first male child to be born into her family in a hundred years.

Mrs. Mary E. Donnelly, 63, sat down on March 21, 1918, and wrote a note. "In case I am found dead, I give all I possess to my son." Then she disappeared. Her son and her estranged

husband had her declared legally dead, filed the note as a will. In 1928, out of a legal grave, Mary Donnelly reappeared in Los Angeles, demanded her home which had found its way into her husband's hands. Her husband insisted that the house was his, refused to leave it. When he died last December, he left the property to his housekeeper. A few weeks ago, Mrs. Donnelly sat in court, leaned on her cane and heard the judge declare that the property had been hers all the time, that her husband did not have the right to will it to anyone.


Green-eyed **Mary Nolan**, who was beautiful **Imogene Wilson** of the *Follies* fourteen years ago, has been in trouble again. A long overdue dress bill landed her in a New York jail, later in the prison ward of a city hospital suffering from convulsions. The bill was settled and Mary Nolan, her clothes awry and her stockings wrinkled, was carried out of the hospital. She hoped to capitalize on the sad publicity to get a job. In the past, publicity has only lost jobs for Mary Nolan. She lost her *Follies* job in 1924, after publicity from her suit against comedian Frank Tinney whom she accused of beating her. She lost a promising Hollywood career in 1930, by becoming involved in a narcotics scandal. On the skids since, she has



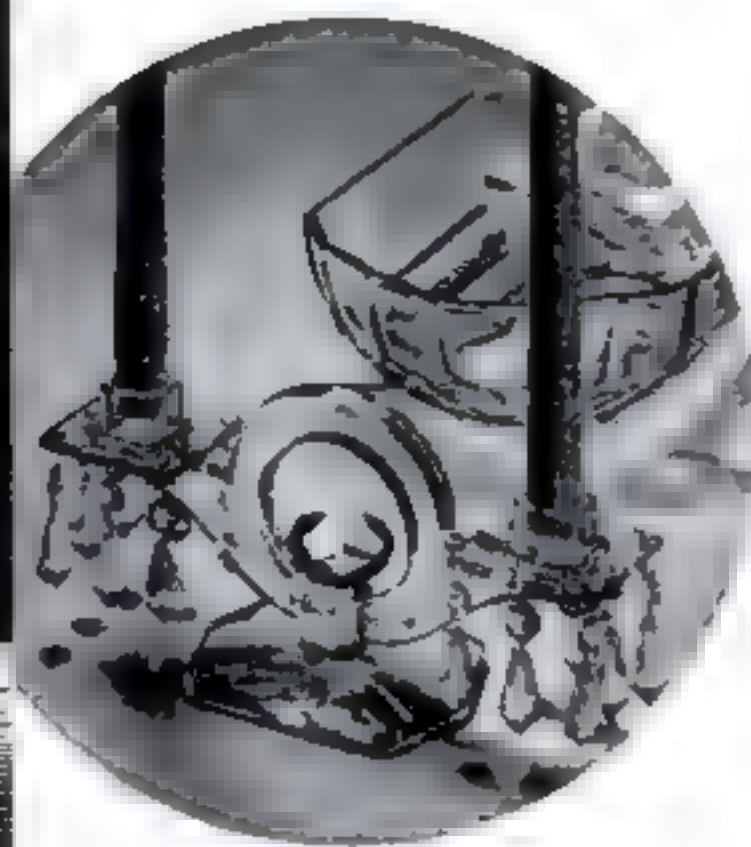
MRS. MARY DONNELLY IN A LOS ANGELES COURTROOM

She'll "Love, Honor and Cherish"

HEISEY'S, too

■ Glassware for a bride is twice welcome when selection is made from these latest styles in Heisey's pure, hand-blown, crystal stemware. Leading stores are prepared to help you now in purchasing Heisey Glassware in a pattern of the bride's own choosing. Stately *Kohinoor* goblets or candelabra with floral bowl . . . "swinging" *Stanhope* stemware and tableware that features "spots of color" . . . ringed *Saturn* . . . classic *Ridgeleigh*—all are delightful patterns in glass that any bride will long cherish. Always look for the  in the glass—or the Heisey blue label.

A. H. HEISEY & CO., NEWARK, OHIO

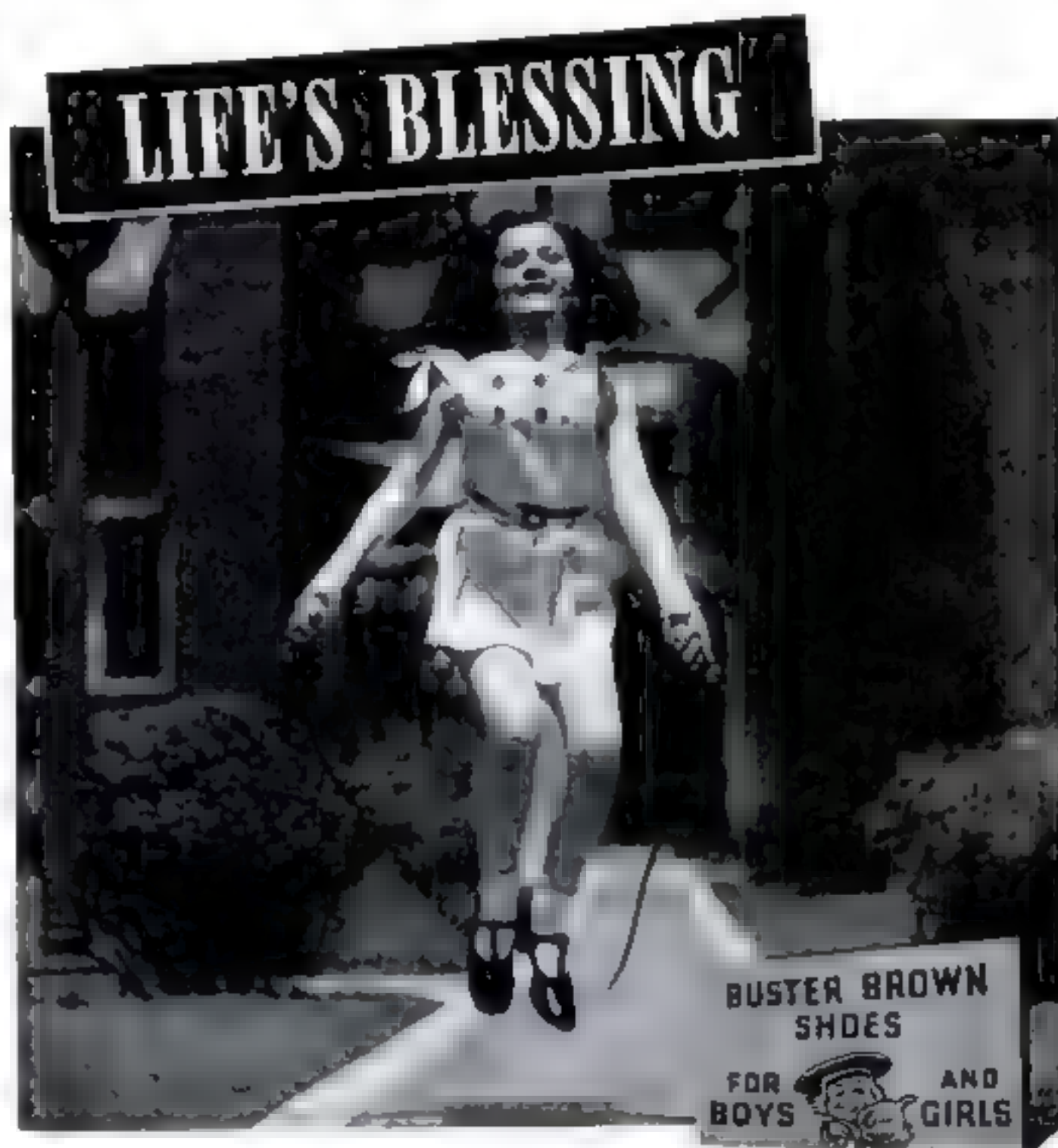


EXQUISITE etchings (*Swing-time*, *Coronation*) or sparkling rock crystal cuttings enhance fine glassware's beauty: two goblets in the *Kohinoor* pattern, one in *Stanhope*. Above: *Kohinoor* Candelabra and Bowl.



The RIVIERA
 ● For COOLness' sake, fellows! . . . and for dressy smartness too . . . Get the "Riviera." You'll like the weightless comfort . . . the clever weave . . . the smart band . . . the easy fit . . . Buy \$2.50 one, you'll have the hot sun "licked!"
 Other Portis Sailors, \$1.95, \$3.00 and \$3.50

HAND FASHIONED
HATS by PORTIS
 PORTIS BROS. HAT CO. • MANUFACTURERS • CHICAGO



LIFE'S BLESSING

BUSTER BROWN SHOES
 FOR BOYS AND GIRLS

This carefree lass is blessed with Life's greatest gift—bubbling health. Thanks to correctly-fitted Buster Browns, her happiness need never be marred by bodily ills caused by wearing improper shoes. Buster Brown foot-shaping lasts keep youngsters foot-healthy, happy. At leading stores . . . Buster's picture in every pair. Brown Shoe Company, Manufacturers, St. Louis.

**SEND 10¢
...FOR 20-DAY
TRIAL TUBE and
BLADE CONTAINER**



This offer good in U. S. A. Only

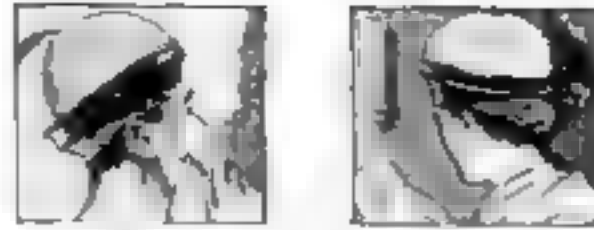
To get you to try Listerine Shaving Cream, we make this unusual bargain offer—Used-razor-blade container of genuine porcelain, designed by Esquire Magazine sculptor, Sam Berman... and 20-day trial tube of Listerine Shaving Cream... both for 10¢ which barely covers cost of packing and mailing.

Listerine Shaving Cream is great for tough beards and tender skins. A half-inch billows into a face-full of soothing, beard-wilting lather. Leaves face cool, smooth, and eased. The regular 25¢ size is a giant tube good for 104 good shaves.

Send 10¢ in coin to get your 20-day trial tube and porcelain used-blade container. It's a big bargain!

LAMBERT PHARMACAL CO., 2177 Locust St., St. Louis, Mo.

LISTERINE SHAVING CREAM



For Men & Women X-ER-VAC TREATMENTS

—to restore* and revitalize
falling, lifeless, lustreless hair
Now Available in your Home, Barber Shop,
Beauty Shop and Local Hair-Growing Salon

Therapeutic Method for
Hair Growth Developed by
Dr. Andre A. Crois, M. D.
Manufactured under pat-
ents issued and pending
solely by The Crosley Radio
Corporation, Cincinnati, O.



Many thousands of men and women have found the X-ER-VAC effective in the successful treatment of baldness, falling or lifeless hair. See your barber, beauty shop operator, or local Crosley radio and refrigerator dealer. If you prefer, write The Crosley Radio Corporation stating whether you desire (1) to purchase the X-ER-VAC for home use (2) to make money by giving commercial treatments as a barber or beauty shop operator (3) to obtain X-ER-VAC treatments—in which case send us the name of your favorite barber or beauty shop.

Licensed exclusively under Taylor Instrument Companies Letters Patent No. U. S. 2,055,120—Other patents applied for.

*Except in cases where all the hair follicles have been destroyed—which cases are rare.

THE CROSLY RADIO CORPORATION
Dept. 377-A, CINCINNATI, OHIO ©1937, The C. R. Corp.

Private Lives (continued)



MARY NOLAN LEAVING THE HOSPITAL

been making a hard living singing in honky-tonk night clubs.

Barbara Field and Anthony Bliss, two of the most eligible candidates for

The Field fortune, which comes down from Barbara's great-grandfather, founder of the Chicago department store, will some day make Barbara one of the country's richest women. Mr. Bliss is



BARBARA FIELD AT A FAVORITE SPORT

marriage in Eastern society, have announced their engagement. Miss Field is 19, daughter of Marshall Field III.

24, the grandson of McKinley's Secretary of the Interior, nephew of the late art-collecting Lillie P. Bliss.



ANTHONY BLISS AND HIS FAVORITE CHESAPEAKE BAY RETRIEVERS

*Have you Eyes
that recognize
NEWS?*

If you recognize real news, you will know this is *exciting* news. Old Kentucky's famous "double-rich" straight Bourbon doesn't cost you one penny extra!



A 90 proof whiskey with the Mark of Merit. Made in Kentucky by old-time Kentucky distillers...the good old Kentucky way. Ask for it at your favorite tavern.



SCHENLEY'S
Cream of Kentucky

Copyright 1937 SCHENLEY DISTRIBUTORS, Inc. N.Y.

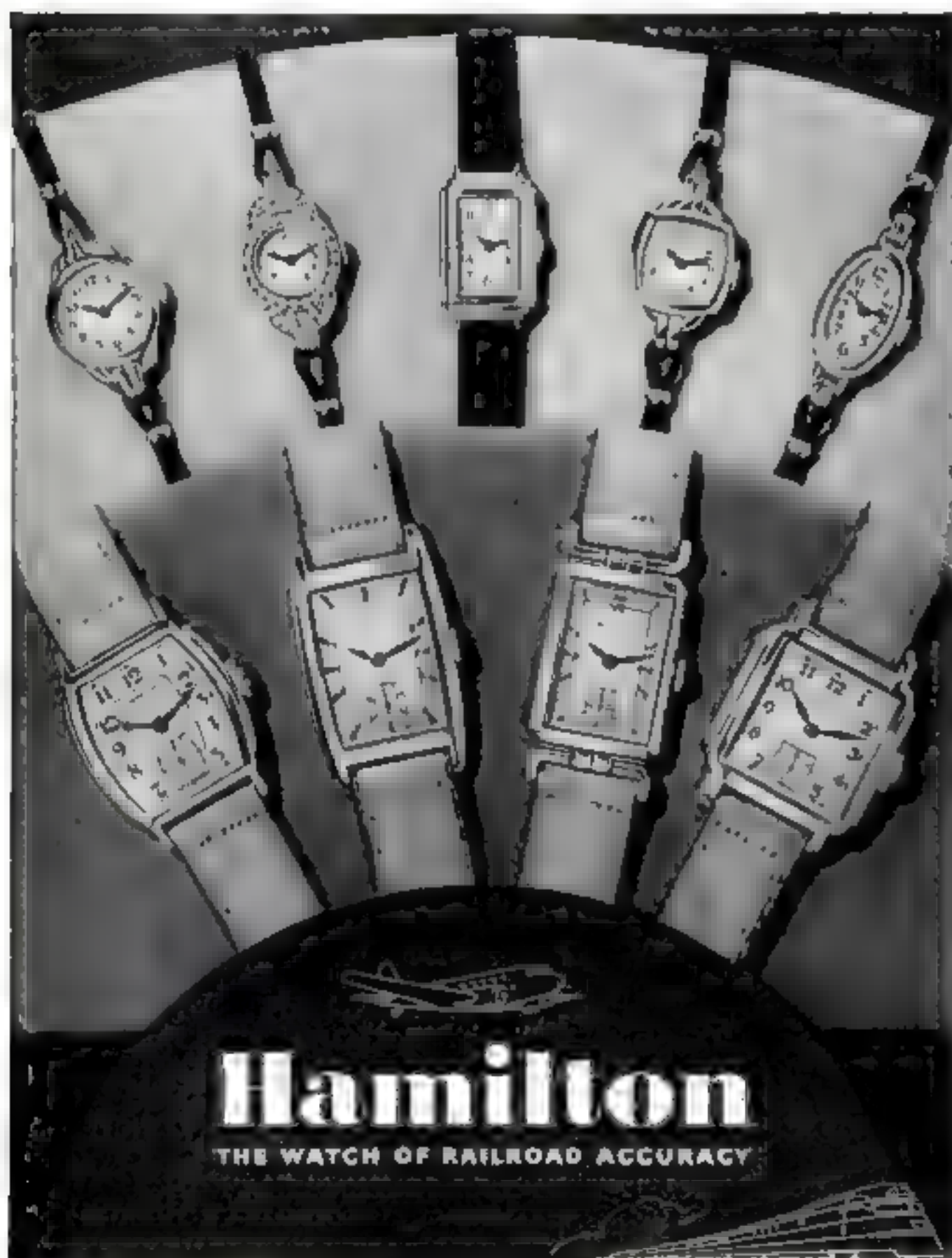
90 PROOF

KENTUCKY STRAIGHT BOURBON WHISKEY



A fine watch is the traditional gift at graduation. But you may ask, which watch shall it be? Remembering that a once-in-a-lifetime occasion merits a once-in-a-lifetime gift, remember also that there is only one American watch of which it can be said, "There are no watches of this make with fewer than 17 fine jewels, no watches of this make cased in less than platinum, solid gold or gold filled." And every watch is cased by the manufacturer. Yet, prices begin as low as \$37.50. That watch is the Hamilton—standard for accuracy on land and in the air. Write for illustrated folder of graduation watches. Hamilton Watch Company, 891 Columbia Avenue, Lancaster, Pennsylvania.

These hamstrings safeguard Hamilton accuracy against magnetic currents, temperature variations, rusty hairpins. (Exclusive license under U. S. Patent patents.) Accuracy doubly checked by the exclusive Hamilton Time Microscope. (Reg. U. S. Pat. Office.)



Ladies' Wrist Watches (Left to Right)

EILEEN 17 jewels, 10K gold-filled, white or yellow. With silk cord \$40. FRIEDA 17 jewels, 10% radium platinum case, 52 diamonds, \$275. * PALLA 17 jewels, 10K gold-filled, white or yellow. Silk ribbon \$37.50. SONYA 17 jewels, 14K gold, white or yellow. Solid gold fittings, \$60. SCZANNE 17 jewels, 14K gold-filled. With silk cord, \$45.50. *Price subject to change.

Men's Strap Watches (Left to Right)

MORLEY 17 jewels, 10K gold-filled. With black numerals, \$37.50. CLUSTER 19 jewels, 14K solid gold. Applied gold marker dial, \$80. TAYLOR 17 jewels, 14K gold-filled. Applied gold marker dial, \$52.50. HAYWARD 17 jewels, 10K gold-filled. Applied gold numerals, \$40. Hamilton pocket and strap watches for men, wrist watches for women, \$37.50 to \$1500.

OUR Bride-of-the-Week Throws Her First Dinner PARTY



Betty: "Fred and Sue can come! Isn't that grand, Bob? Every one of the ten who were in our wedding party will be at our first big dinner."

Bob: "Lucky that dad of yours gave us our Reed & Barton silver in dozens, dear."



Betty: "Isn't the table going to look gorgeous for the dinner with that beautiful cloth and our new glass and china and SILVER."

Maid: "Especially the silver, ma'am. I was just thinking it was the prettiest I ever saw. It's so unusual and rich-looking."



Fred: "As the late best man, may I have the honor of seating the first white bride—say, that table looks good enough to eat."

Betty: "Well, that is a compliment, coming from a man."

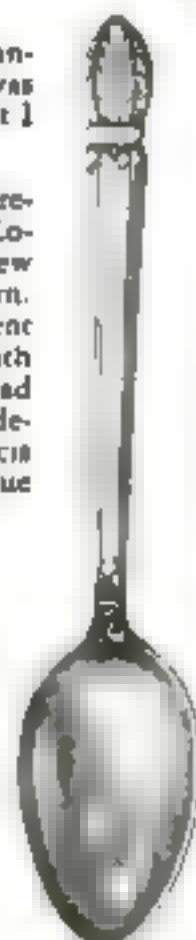


Sue: "Betty, your silver looks simply stunning! What's the name of the pattern? I was trying to tell someone this morning but I couldn't recall."

Betty: "Why, you remember, Sue, it's a Colonial Classic—the new Reed & Barton pattern. You know, you went to the jeweler's with me that day when I had such a hard time deciding between Francis First, Pointed Antique and this!"

COLONIAL CLASSIC

Brilliantly smart new pattern in Sterling silver by REED & BARTON



Bob: "Well, folks, here comes your cup of that beverage that cheers but does not inebriate. And right out of the swell Reed & Barton coffee pot dear Aunt Mabel gave us."



Bob: "Well, darling, they certainly loved it. What a party!"

Betty: "Wasn't our silver gorgeous? Nearly every one of them mentioned it in one way or another—even the men."

Bob: "Shows how smart you were to pick such a lovely pattern as Colonial Classic—and your dad at well has also saved a landmark in giving it to us in two dozens."

Reed & Barton
SILVERSMITHS

Fascinating Book on Entertaining. Send for REED & BARTON'S book, *How to Become a Successful Hostess*, packed with the recipes, menus and party ideas that made Betty's first dinner so successful.

REED & BARTON 5 (very) Smiths
Box 990, Taunton, Mass.

Enclosed find 10c in stamps or coin for which you will send me a copy of your interesting new book on more gracious entertaining entitled *How to Become a Successful Hostess*.

Name _____
Street _____
City _____ State _____

Chew with a Purpose

"This chewing gum gives you 3 benefits"...said my dentist



- 1 **ORALGENE** gives your mouth much-needed exercise.
- 2 **ORALGENE** helps keep your teeth really clean.
- 3 **ORALGENE** contains milk of magnesia (dehydrated).

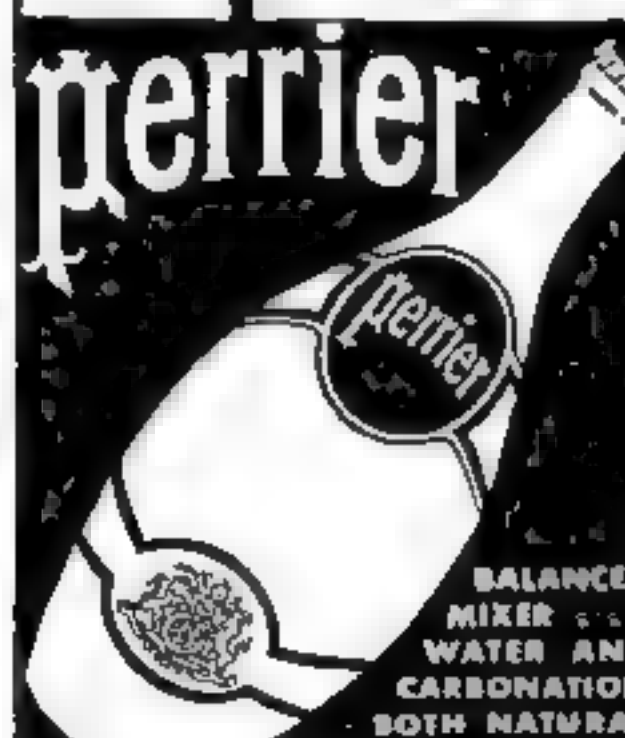


Each piece individually wrapped

A Beech-Nut Product at the candy counter

Delightful flavor, of course, plus some unusual qualities. It's the only chewing gum containing milk of magnesia (dehydrated). So chew Oralgene—pronounced oral-gene, and it means "mouth health."

BUY IT NOW.. AT
new low
prices.



E. & J. BURKE, Ltd., Long Island City, N. Y., Sole Agents, U. S. A.

1
"LIGHTNING"
ICE BREAKER No. 102
SMART FOR ICED
DRINKS, FRUITS, FOODS

TRY AN "OLD FASHIONED"
really chilled,
with "Lightning"
chipped ice.
You'll say, "Much
more appetizing
and refreshing!"

No. 102.—Bar
Glass size, 20 oz.,
\$1.00. At dealers.

North Bros. Mfg. Co., Philadelphia, U. S. A.
If dealer can't supply you, enclose \$1.00 for
"Lightning" Ice Breaker complete, delivered
to you postpaid.

Name _____
Address _____ (L-517)



LIFE'S PICTURES



Fred Davis, who took the Quin photographs (pages 36-43) is the only man who has taken a Quin picture since they were three days old. He was sent to Callander by the Toronto Star right after news of the Quins' birth, does nothing today but photograph Quins.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- 12—BROWN BRIM H. & U.—FAIRCHILD AERIAL SERVICE
- 13—BOB WILLIAM WANNEN, © 1928 NEWS REDEVELOPMENT
- 15—© V. & U.—© ACME
- 19, 20—P. I.
- 21—ACME—P. I. FREUDY PHOTOS—P. I. W. W. INT
- 22, 23—KIAKONTAEDT-PIE-PIE 1st MARGARET BOURGESS-WHITE
- 24—W. W.—W. W. (2), P. I.—INT, ACME (2)
- 25—P. I. MILWAUKEE JOURNAL PHOTOS BY ROBERT DUNKE
- 26—P. I.—INT
- 27—INT
- 28—ANTHONY COPIED JR.
- 29—PARAMOUNT NEWS from P. I., P. I.—INT. —W. W.
- 30—DR. PAUL WOLF from BLACK STAR—REUTER ANCHOR
- 31—TOP. RALPH VINCENT PHOTOGRAPHY
- 32—SAMUEL GOLDWYN INC
- 33—ROBERT CUSTON from SAMUEL GOLDWYN INC
- 34—35—BANK PHOTO CO.
- 36, 37, 38, 39, 40—WORLD ©, 1937, NEA SERVICE INC
- 41—WORLD ©, 1937, NEA SERVICE INC
- 42—WORLD ©, 1937, NEA SERVICE INC
- 43—WORLD ©, 1937, NEA SERVICE INC
- 44—P. I. INT
- 45, 46, 47—FERNAND BOURGESS
- 48—Top INT—Cen W. W.
- 50, 51, 52—ME
- 53—P. I.—W. W.
- 61—REGISTER & TRIBUNE SYNDICATE—P. I.
- 62—P. I.
- 63—KITHORNER from P. I.
- 64, 65—P. I.
- 66, 67—FERNAN
- 68, 70—P. I.
- 72—W. W. LOS ANGELES TIMES NEWS SERVICE
- 74—INT—ACME—W. W.
- 76—WORLD ©, 1937, NEA SERVICE INC
- 78, 80—DEL MONTY PRESS SERIAL
- 82, 83, 84—W. W. VANHOE

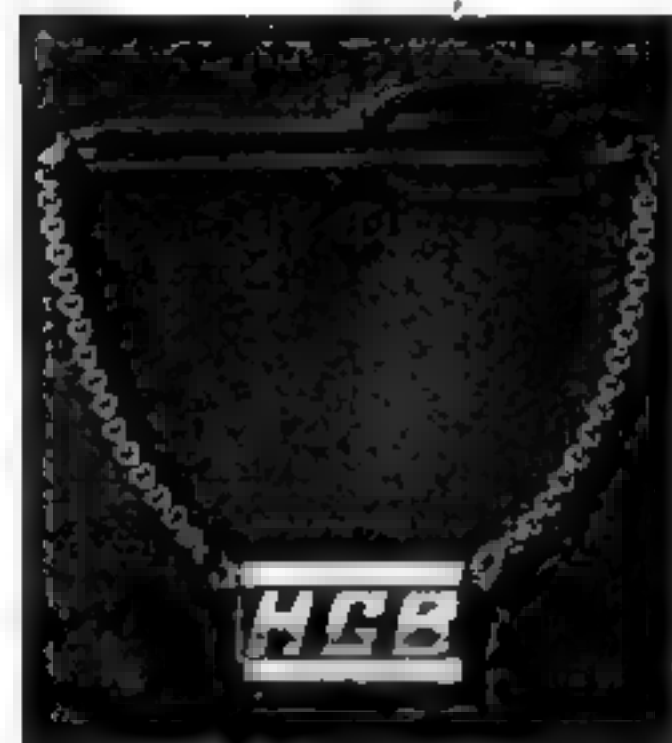
ABBREVIATIONS: BOT., BOTTOM © COPY-RIGHT, CEN., CENTRE, EXC., EXCEPT, LT., LEFT, RT., RIGHT, T., TOP, R. & B., BLACK STAR, EIK, EUROPEAN, INT, INTERNATIONAL, P. I., PICTURES INC, U. & V., UNDERWOOD & UNDERWOOD, W. W., WIDE WORLD

BIG PROFITS
RESTRINGING RACKETS
AT HOME! WRITE US!
See how big profits restringing tennis rackets at home. Easy work. Experience unnecessary. Have no more tennis racket problems. Send for FREE CAT. Also of Tennis Equipment. **Now!**

So Check FREE with your CATALOG if you send NOW!

H. E. WILK Co., 1947 W. 47th St. Dept. 2255, Chicago, U.S.A.

THE
New Angle
in Personalized
Jewelry by SWANK



● The originators of Personalized Jewelry for men have created a new style in this individualized aid to good grooming...more richly rounded in contour, with your own initials set at a new, smarter angle ● Leading jewelers, department stores and men's shops are showing complete selections of Personalized Jewelry by SWANK...displaying The New Angle in cravat chains, belt buckles, tie holders, money clips, key chains, Kum-a-part or Airway Links and lapel guards...at \$1 up.

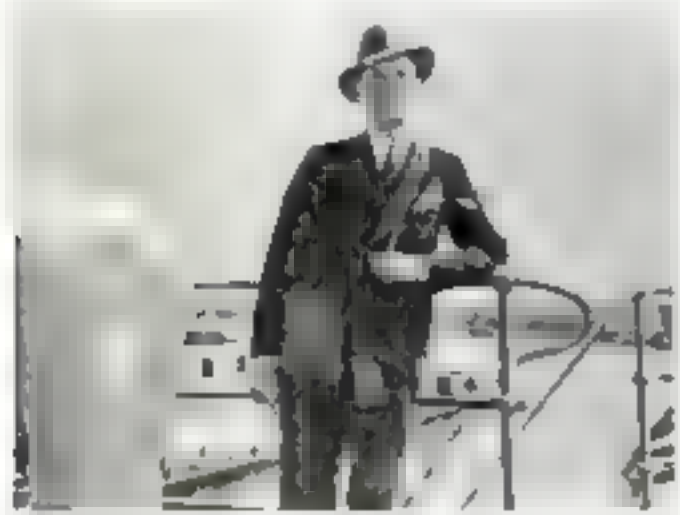


SWANK PRODUCTS, Inc., Attleboro, Mass.
New York, Chicago, Philadelphia, Boston, Los Angeles

SWANK

SWANK...AID TO GOOD GROOMING

STYLE-HUNTING WITH A CAMERA



1 Smart New York retailer, determined to find out for himself what's what in summer styles, embarks for Florida to get a pre-view



2 Catches good shot of one of Miami's most smartly turned out men—but can't resist also getting one of the famed Florida sun bathers in the picture.



3 Close up of the well-dressed man—What's this new kind of tie he's wearing? Something for every smart dresser to know more about.



4 Subject obligingly gives close up of his tie wardrobe—they're all the new "Lorraine Miami" summer ties.



You can now get Lorraine Miami Ties at your haberdasher's. Pleasant surprise—they're only

55¢

If your dealer can't supply you, write:

A. SCHRETER & SONS, INC., BALTIMORE



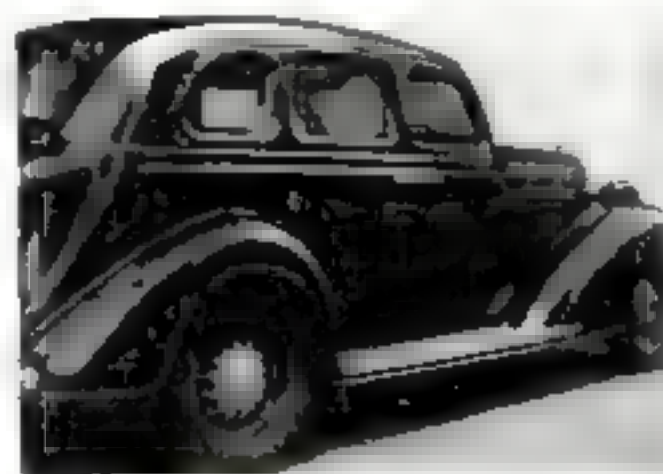
Smart people don't drive DULL cars

JUST how are things in your garage? Does your car "reflect" the same care and attention you give your clothes—or has its finish become dull and lifeless through indifference or lack of care?

It isn't much trouble nowadays to keep your car looking brand new all the time. Tumbler discovered that the real cause of motor car dullness is Finish Oxidation. Then Tumbler developed cleaning and polishing liquids that scientifically remove finish oxidation and restore a brilliant lustre like that of a brand new car.

The Tumbler Auto Beauty Process does this without the back-breaking effort of rubbing and rubbing. You'll say it is positively thrilling to use when you see that lifeless finish come back with a real sparkle. Try Tumbler. Take advantage of our money-back offer below. If your dealer doesn't have it, send us his name

with \$1.25 and we will ship you the Kit direct. Made by J. A. Tumbler Laboratories, Baltimore, Maryland, and J. A. Tumbler Laboratories, Ltd., Toronto, Canada.



The Tumbler Auto Beauty Kit contains (1) Haze Remover, a scientific liquid that safely and quickly removes Finish Oxidation, and (2) Brilliant Polish, a scientific liquid that restores new car lustre and retards Finish Oxidation.



TUMBLER AUTO BEAUTY PROCESS



Make the Fender Test

Get the Tumbler Auto Beauty Kit pictured above. Use as directed on one small spot on your car's fender. Notice how quickly the brilliant lustre is restored with little or no effort on your part. If not the easiest and most efficient polish you ever used, return the kit to us with your sales slip and we will refund full purchase price.



Foot-Joy

TRADE MARK ALL IN ONE OFF
The Shoe that's Different!

Your feet in Foot-Joy shoes function as they should. That is why Foot-Joy have the endorsement of men who want real shoe comfort with style. And the styles are correct for all occasions. Ask the Foot-Joy dealer to demonstrate this Foot-Joy story by an actual fitting. Or send to us for full information.

FIELD and FLINT CO.
BROCKTON, MASSACHUSETTS

"Bootmakers to Gentlemen Since 1857"



"ONE CLASS RUN-OF-THE-SHIP" \$196 ROUND TRIP TOURIST CLASS

Friendly... yes, friendly is the only word that describes the spirit that prevails on these splendid "one class" ships. From the breezy command that guides your course from the bridge to the stewards that loyally see to your every want in stateroom, dining salon and smoking room, there's a helpful democratic spirit that makes you feel "at home" at sea. This infectious spirit is evidenced among your fellow passengers, and before you're many days out of port you will have made many fine friends.

Every privilege of these smooth sailing ships is yours— for sports— dancing, restful relaxation. You have the run of the whole ship. Broad, sunny decks for sports

and swimming... spacious public rooms for gala evenings of dancing and entertainment— dining salons where every whim of your sea-going appetite is catered to... comfortable, well appointed staterooms— all of this is available at a cost that can be made to fit into almost any travel budget. And when you return happy and healthy you will have had the finest vacation of your life.

Join the friendly throng that have discovered this modern way to travel. Sail the friendly way— "one class run-of-the-ship".

Clip and mail the coupon below and we will send you illustrated booklets describing this new way to Europe.



WEEKLY SAILINGS

ARNOLD BERNSTEIN LINE

S. S. KONIGSTEIN—S. S. GEROLSTEIN

MAY 8—JUNE 5—JULY 3

MAY 22—JUNE 19—JULY 17

Round Trip Antwerp

Batterdam

\$196

★

RED STAR LINE

★

S. S. PENNLAND

May 15—JUNE 12—JULY 10

S. S. WESTERLAND

MAY 29—JUNE 26—JULY 24

ROUND TRIP SOUTHAMPTON

\$242

ANTWERP

\$250

*Winter Rates

Tourist Class is the ONLY Class

See Your Local Agent or

ARNOLD BERNSTEIN

THE MODERN ONE CLASS FLEET

★ RED STAR LINE

17 BATTERY PLACE, NEW YORK
Dlghy 4-8686

GENERAL AGENTS

T. A. BEAN . . . 376 BOYLSTON STREET, BOSTON, MASS.
CHARLES KOZMINSKI . . . 307 NORTH MICHIGAN AVE., CHICAGO, ILL.
R. S. HORNER . . . 1600 WALNUT STREET, PHILADELPHIA, PA.
M. S. CORHAM . . . PARK BUILDING, PITTSBURGH, PA.
JOHN M. BEALE . . . 413 FREE PRESS BUILDING, DETROIT, MICH.
FRANK E. SHORT . . . 233 POST STREET, SAN FRANCISCO, CAL.



BRING YOUR CAR \$135 up Round Trip. As into your own garage your car rolls aboard on an exclusive, patented elevator gangway. No hoisting, no straining, no crating. You can save enough on transportation abroad to pay for the shipping of your car. And you'll be free as the wind to go wherever you

want far from the beaten path of the average tourist. We will handle all details such as International Driving License, Insurance, road maps, etc. Write for booklet AU which explains how easy it is to motor abroad. Cars may be shipped unaccompanied by passenger at same rate as cars with passengers.

TRAVEL COUPON

ARNOLD BERNSTEIN LINE—RED STAR LINE
17 Battery Place, New York, N. Y.

I am interested in a "one class run-of-the-ship" trip to Europe. Please send me complete details on

ARNOLD BERNSTEIN ☐ RED STAR ☐ BRINGING MY CAR ☐

Name _____

Address _____

City _____

State _____

Clip
and
Mail

DOWN THE WEST COAST OF MEXICO



GUAYMAS After a highly successful winter season, Southern Pacific's luxurious new Hotel Playa de Cortés at Guaymas on the West Coast of Mexico invites sportsmen to try their skill in the finest deep-sea fishing waters in the world—the Gulf of California (above). Swordfish season is on now, lasts until August.



MAZATLAN Once a busy galleon port, tropical Mazatlan now sleeps in the quiet sunshine, is a favorite stopover point on Southern Pacific's picturesque West Coast Route to Mexico City. Favorite sports: riding a rickety *araña* through the cobbled streets, listening to mariachi serenades, picnicking on Coconut Isle.



GUADALAJARA After a thrilling ride through the wild *Barrancas of Nayarit* (above), West Coast Route passengers reach Mexico's second largest city, usually stop-over to shop in its interesting native markets, watch Indians weave *sarapes*, make pottery, blow bubble glass. From Guadalajara, Mexico City is an overnight trip.

SEE TWICE AS MUCH

If you are going to Mexico City this year, you'll see *twice as much* of Mexico if you go one way and return another, using the West Coast Route either way. An entertaining description of the West Coast of Mexico is contained in the fifth edition of Southern Pacific's famed booklet, *I've Been to Mexico*, just off the press. For a free copy, write O. P. Bartlett, Dept. LE-5, 310 So. Michigan Avenue, Chicago.

Southern Pacific
WEST COAST OF MEXICO ROUTE

17-YEAR-OLD GIRL IS GOLF CHAMPION

(continued)



At 16 Clara, here shown with her sister Mary, broke the Pebble Beach women's record which had stood 15 years. Her score of 76 bettered by two strokes a record held jointly by four noted players.

Also at 16, while playing in an exhibition match at Del Monte, Clara succeeded in bettering the score of England's famed golfer Joyce Wethered, with whom you see her talking things over at right.



At 17, Clara Callender, now a slim six-footer, is shown below practicing for the California state championship which she won on April 24 by beating Mrs. Willard Shepherd 6 up on the 31st green.



THE BALL THAT HAS
WHAT IT TAKES
TO GIVE YOU
ALL THE BREAKS

Hagen Vulcord GOLF BALL

THE TOUGHEST TOUGH BALL
THE LONGEST LONG BALL

PLENTY TOUGH!

When you are told that the new Hagen Vulcord golf ball, in actual play, has outlasted three conventionally made balls, that's a mouthful. Nevertheless it's a fact.

Not only is it almost impossible to cut through but it's next to impossible for a powerful dog to chew this new ball to pieces.

That's toughness!

And when it comes to distance, it goes out there a mile!

And here's the answer. For the first time, in golf history, Hagen is making a ball on the same principle as the modern cord tire.

A continuous toughening cord is embedded right in the vulcanized cover. The lasting qualities are in-built.

The Hagen Vulcord is the season's sensation! Here is the ideal combination of feel—click—distance and the toughest toughness!

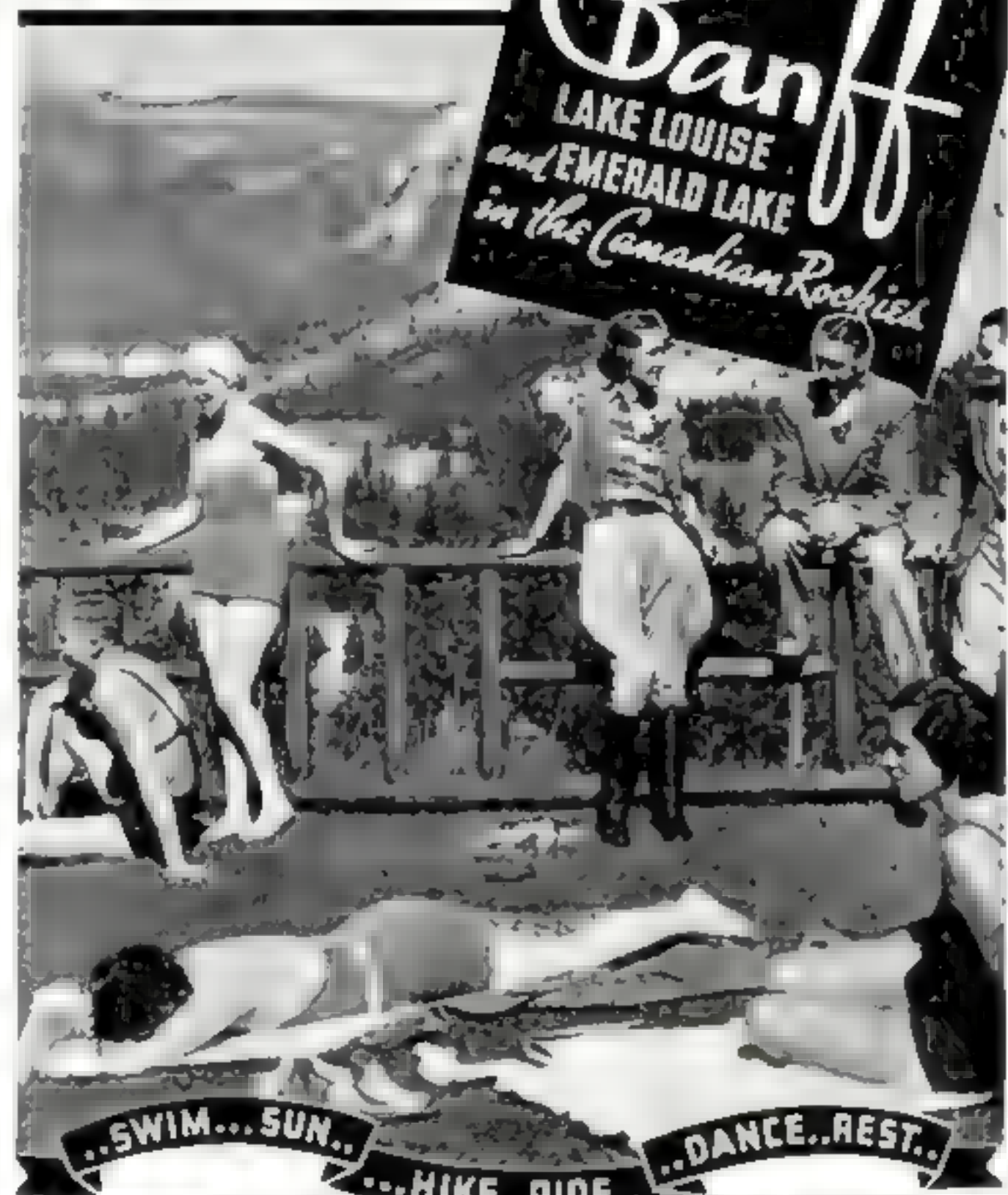
On your next round try a Hagen Vulcord. You'll be surprised! 75c each.

Other Hagen Golf Balls 25c—35c—50c
See your professional or dealer

THE L. A. YOUNG GOLF CO.
DETROIT, MICHIGAN

Hagen says—
"Form the
habit of con-
sulting your
Professional"

America's Alps offer a three-some in Vacations..



... LIFE has more variety, and higher thrills when you vacation in this three-in-one Alpine paradise! Castle-like Banff Springs Hotel... looking down the mountain-flanked Bow Valley! Warm sulphur and fresh water swimming pools... up under the sky! And even "pros" rave about its smooth, mile-high fairways for golf! Gay, lovely Lake Louise... with its cosmopolitan guests. And Emerald Lake... rustic haven with a Swiss-like chalet and modern comforts!

AIR-CONDITIONED standard sleepers, diners and saloon-lounge cars... and low round-trip summer rail fares to North Pacific Coast points... on Canadian Pacific fast transcontinental trains.

Low Cost ALL-EXPENSE Tours

4 COLORFUL DAYS... 2 days each at Banff and Lake Louise with visit to Emerald Lake. From Banff or Field... all expenses... **\$57 Up**

6 WONDERFUL DAYS... 2 days each at Banff and Lake Louise, plus 1 day optional at Banff or Lake Louise and 1 day at Emerald Lake. All expenses, from Banff or Field... **\$74 50 Up**

Tours begin at Banff or Field... Starting June 12, concluding September 13, and include hotel accommodation, meals, 136 miles of Alpine motoring. Stopovers at regular rates. Extra reductions for stays of two weeks or more. Add rail fare to Banff (or Field)

Banff Springs Hotel, Chateau Lake Louise and Emerald Lake Chalet, open June 1 to September 13

9 Day All-Expense Princess Cruises to Alaska. From Vancouver, Victoria, Seattle. \$95 up, including meals and berth, except at Skagway.

Canadian Pacific Hotels

See Local Travel Agent—or any Canadian Pacific Office, including:

344 Madison Ave. NEW YORK	406 Bayview St. TORONTO	22 Court St. BUFFALO	1509 Locust St. PHILADELPHIA	140 N. Y. Ave. WASHINGTON, D. C.	140 N. Y. Ave. WASHINGTON, D. C.	140 N. Y. Ave. WASHINGTON, D. C.	140 N. Y. Ave. WASHINGTON, D. C.
1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND
1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND	1010 Chester Ave. CLEVELAND



amid
western
grandeur...

THE CONTINENTAL COMFORT OF SUN VALLEY LODGE IN SUN VALLEY, IDAHO

Spend a sporting vacation in America's last great wilderness! Limitless lakes and streams where steel head, rainbow, brook, cutthroat and many other kinds of trout challenge your ability... exhilarating pack trips of two days or more into thrilling, unexplored regions, the domain of Rocky Mountain goat, bighorn sheep, mountain lion, antelope and elk... mountain climbing, hiking or horseback riding along heady, mile high trails. And then, continental comfort at its best—at brilliantly designed Sun Valley Lodge (open July 1st) at Sun Valley, Idaho. At the threshold of 25,000 square miles of breath-taking wilderness, you may enjoy the atmosphere of a distinguished club, epicurean cuisine and a wide range of diversions for all the family. Near the Lodge, fishing grounds and instruction in casting. Also swimming, tennis, fine riding stock. Union Pacific serves Sun Valley Lodge. Fast, air-conditioned trains speed you there at low cost. Rates at the Lodge are moderate.



**THE PROGRESSIVE
UNION PACIFIC**

For information, Union Pacific representatives in your neighborhood write or wire K. M. SUTHER, General Manager, Sun Valley Lodge, Sun Valley, Idaho. V. S. BARNES, P. M., Union Pacific R.R., Omaha.



Champagne flowed at this Chicago baby benefit. Left to right: Mrs. Walter Brewster, art patron, John Paul Welling, prominent first-nighter; Mrs. Donald Ryerson of the steel family.



Applause was generous at the Joe Louis boxing bout. In centre are Mr. & Mrs. Barrett Wendell Jr. Mrs. Wendell, who was a Miss Higginson from Boston, was chairman of the benefit.



Old-Fashioneds at the bar found such socialite customers as Mr. & Mrs. Robert McCormick Adams and (right) Mrs. Bryan S. Reid. Below: children enjoying the afternoon puppet show.



Life Goes to a Party

New York Society may have submerged into the Café Society led by Elsa Maxwell (LIFE, May 3) but, despite Depression, Chicago Society is once again actively led by the McCormicks, Swifts, Armours, Wendells, Palmers, Ryersons and Meekers. Here you see them having a good time and doing so for charity at a 12-hour carnival and dance held April 30 at the Lake Shore Athletic Club in Chicago for the benefit of the Illinois Children's Home and Aid Society which, founded 54 years ago, is the pioneer child-placing organization in the Middle West. Spending an average of \$35 at an affair where dinner alone cost \$17, some 2,500 Chicagoans made merry, raised about \$20,000 for charity, went home with the feeling of a good job well done.



TWO GRUNTING WRESTLERS HELPED ENTERTAIN THE AFTERNOON GUESTS



THIS WATER BALLET ENLIVENED THE SWIMMING POOL COCKTAIL HOUR

With the McCormicks, Ryersons, Palmers, Armours & Swifts of Chicago

The Chicago benefit began at 2:30 on a Friday afternoon with a full program including boxing bouts by Joe Louis and others, table tennis exhibition matches, a merry-go-round, a puppet show for children, intype and fortunetelling booths, a bridge tournament, expert demonstrations of bowling, swimming, wrestling, handball and squash. Around 7:30 p.m. every one went home to change for dinner which was preceded by a cocktail party at the Club's swimming pool. The dinner dance found 70,000 tables for six fully occupied by McCormicks, Palmers, Armours, Swifts, and their fellows who cheerfully bought cigars, cigarettes, candies and nuts for thumping prices from local debutantes. The affair ended at 2:30 Saturday morning.



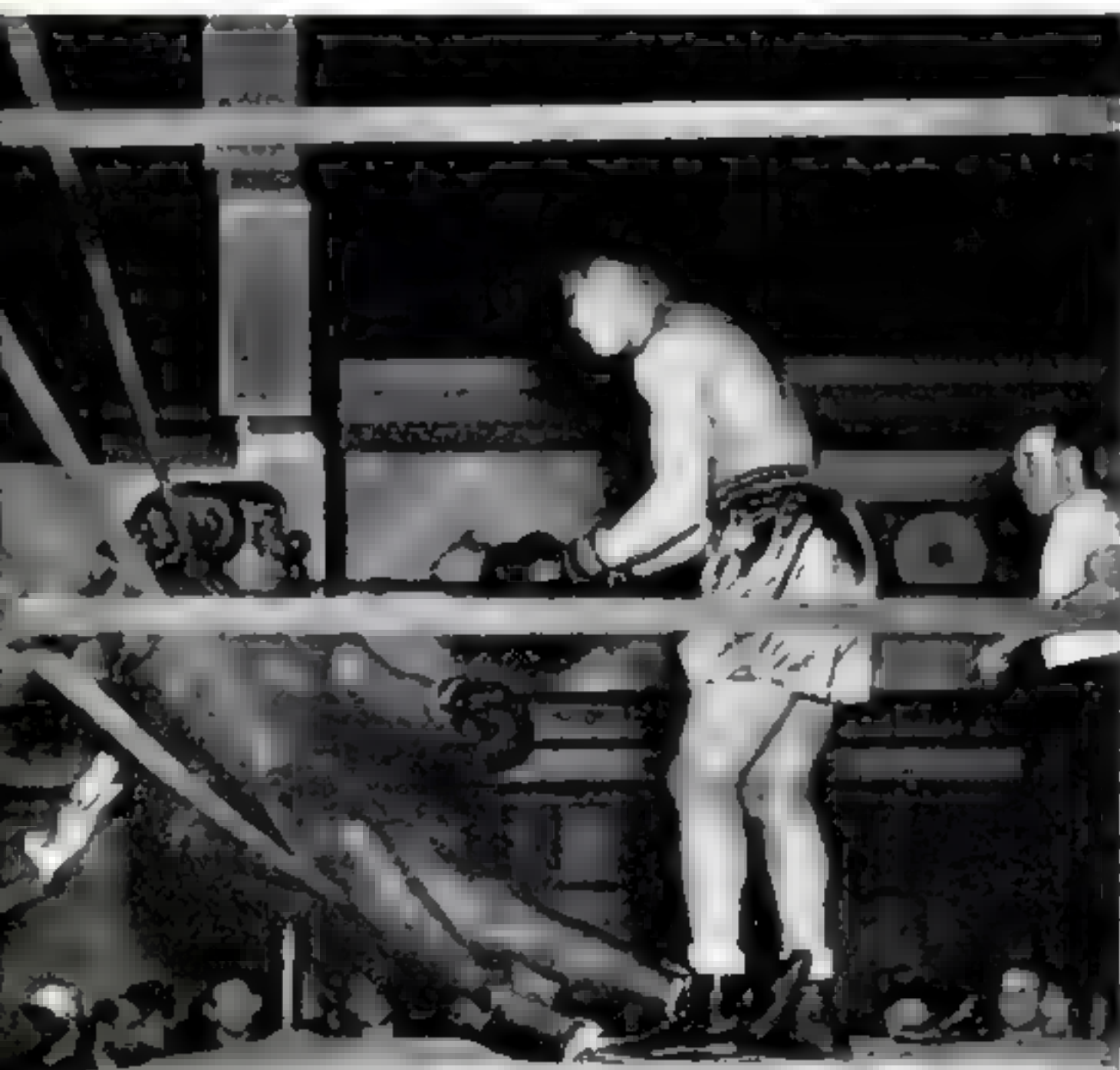
Cigaretts were popular with (left to right) Narcissa Thorne, Ogden Kniffen and Margot Reid. The last sold the packages, which you see at her left, later in the evening for charity.



TABLE TENNIS COULD BE SEEN AT 11:00 WAS AN EVENING FEATURE



Rapt attention characterized the Barrett Wendells' son Francis Lee Higginson Wendell and his fiancée, Miss Canulla Alsup of Boston, as they watched the Joe Louis exhibition bout.



Laughter overcomes Mrs. Denis E. Sullivan Jr. (Wrigley heiress) as she watches Jimmy Durante's floor-show antics. Below, some local sports connoisseurs watch the boxing exhibitions.



JOE LOUIS (RIGHT) DOES HIS STUFF FOR THE ILLINOIS CHILDREN'S HOME

EVERYTHING GOES BY RAILWAY EXPRESS



Merchandise, gifts, pets, baggage, fragile china, everything, anything goes straight to destination at top-speed to any point in America by Railway Express. For super-speed—2500 miles overnight—Air Express is the answer. For service, phone any Railway Express or Western Union office to pick up your shipments at no extra charge.

**RAILWAY EXPRESS
AGENCY, INC.**

NATION-WIDE RAIL-AIR SERVICE

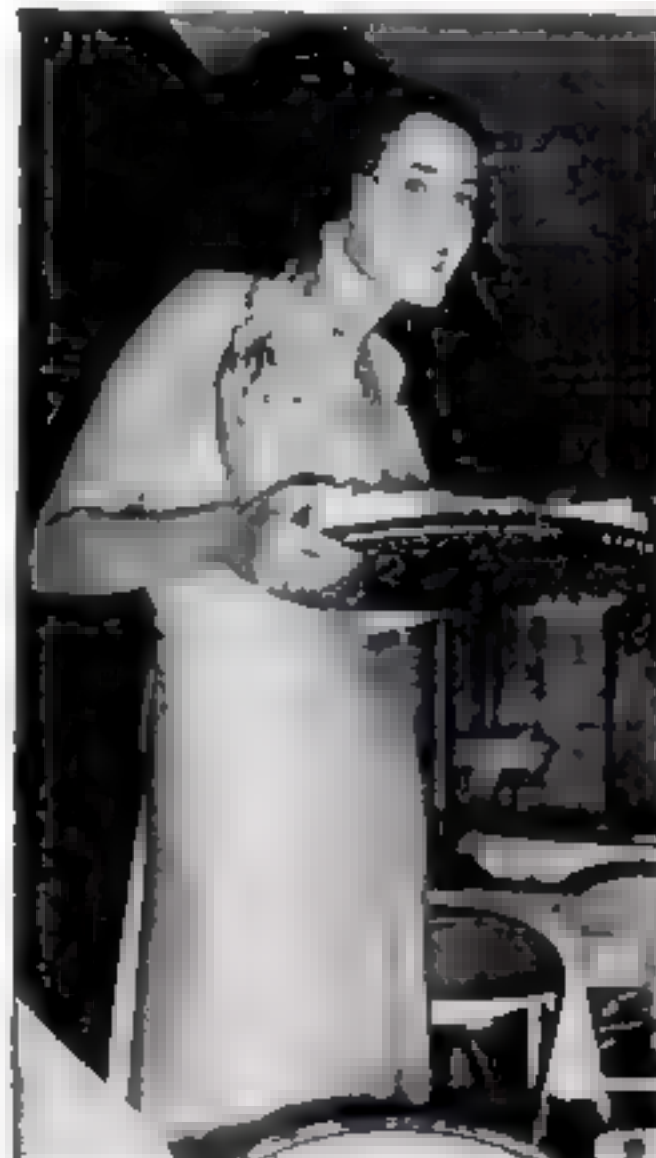
Life's Party *(continued)*



Mr. and Mrs. Arthur Meeker dine out for charity's sake. Absolute dictator of Chicago society, Mr. Meeker annually blue-pencils the exclusive Assembly Ball lists.



Cross-table conversation by Mrs. Walter Wolf and Chauncey McCormick. The latter is president of the Illinois Children's Home for which the benefit is being given.



A pretty party pillar was Debutante Margot Reid who sold cigarets to admiring beaux for as high as \$1 a package.



Party planning included this table chart behind Mrs. Horace Soule who came from Boston to help her chairman mother.

Foremost in



Friendliness

- NEW Outside
- NEW Inside
- NEW Lobby
- NEW Elevators
- NEW Sleeping Rooms
- NEW Blue Fountain Room
- NEW Coffee Shop
- NEW Men's Bar
- NEW Cocktail Lounge
- NEW Kiddies' Bar
- NEW Grill
- NEW Barber Shop

James L. Lutz
GENERAL MANAGER

LA SALLE
HOTEL Chicago
"FOREMOST IN FRIENDLINESS"

READERS DIGEST

for May contains a condensation of this book and says "it brings to life many of the greatest names in our history... enthusiastically praised for the magnetic charm of its style as well as for its scholarly distinction."

• "The most distinguished non-fiction book of the year."—American Book-sellers.

• A National Best Seller for 34 Consecutive Weeks. 22nd Printing. \$4.00

THE FLOWERING OF NEW ENGLAND

Van
by Wyck
Brooks



E. P. DUTTON & Co., Inc.,
285 Fourth Ave., N. Y., N. Y.

THE MARCH OF TIME

under the sponsorship of

SERVEL ELECTROLUX

on the air Thursday, 10:30 E.D.S.T.
COLUMBIA COAST-TO-COAST NET WORK

A CHEVROLET *is always good company*

On short or long trips—in June or January—*wherever and whenever* you wish to go—you will find a Chevrolet the perfect traveling companion! Lively . . . instantly responsive to your every mood and desire . . . comfortable . . . and forever trustworthy. Own *the complete car, completely new*—the only low-priced car with all modern advantages—and you will agree it's always good company.

CHEVROLET MOTOR DIVISION, General Motors Sales Corporation, DETROIT, MICHIGAN



THE ONLY COMPLETE CAR PRICED SO LOW

Great is the work signed with a Master's Name

FEW are the men who find in their everyday task the road that leads to world renown.

Bret Harte was one of that rare few. It was during his newspaper days that the first of his vivid western stories and poems won acclaim. The world soon hailed a new American author and sought each new work that carried his name.

The late Colonel E. H. Taylor, Jr., was another who found fame in his daily work. He was a whiskey man. He made a rare bourbon. He called it Old Taylor and like every master craftsman identified his work

with a signature . . . which read "E. H. Taylor, Jr. & Sons."

We who have followed ask you to taste the Old Taylor of today. Look for the significant signature. We still retain it to identify a bourbon in every way worthy of its name.

OLD TAYLOR

STRAIGHT BOURBON WHISKY—FULL 100 PROOF
BOTTLED IN BOND UNDER U. S. GOVERNMENT SUPERVISION



NATIONAL DISTILLERS PRODUCTS CORPORATION
NEW YORK

If you've enjoyed "The Luck of Roaring Camp"—and "The Outcasts of Poker Flat"—and have read about "The Heathen Chinee"—then you know the picturesque charm of the man who signed his stories and poems . . .

Bret Harte



PICTURES TO THE EDITORS

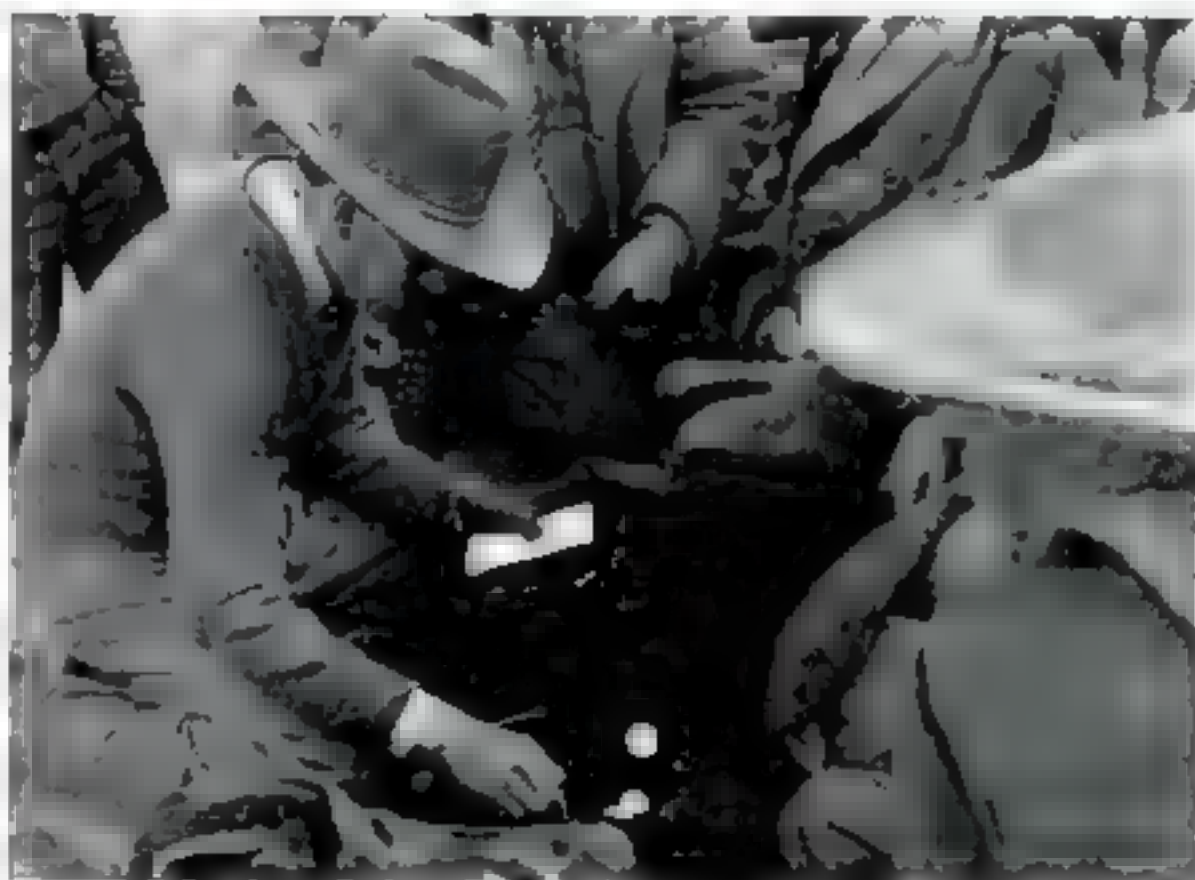
Indian Arrow Game

Sirs,

Arrows of native Montana chokeberry wood flew in the annual contest between young braves of the Crow nation. This year, the entire nation of 2,000 Mountain and River Crows camped on the banks of the Big Horn River, a mile from the Custer massacre site. No white man can tell exactly how the Indians score the arrow throwing but the game seems to be something on the order of horseshoes. The braves all throw to one end of the field, then all run to the spot and throw back again. The long heavy arrows are feathered and the business end is armed with a three-inch steel point that sticks in the ground at the target on the 50-yd. ranges. A \$300 pot is put up and goes to the winning team. At every ten points, the game is stopped and some honored old warrior recounts deeds of warpath and coups made long ago.

A. BUCKNER

Hardin, Mont.



1 A great many silver dollars find new owners at the annual Crow Arrow games. Horses are also common and acceptable legal tender for bets.



2 Braves throw at will until all their shafts are at the far end of the field. This is Edmund Old Crow throwing.



3 On a still day, the arrows make a group a yard across. A trick wind blew during the match, scattered the shots.



4 After the throw, all run to the "pay" end of the course to see who won. Young men wear braids tied under the chin.



5 There is never an argument over who won. The Old Man's decision is final. Crows are good gamblers, good losers.

Take the H out of SHAVING



Stop Suffering—
SHAVE your chin
the Mennen way

Men...there's a new way to shave—and it's better! Better because it gives you a shave for your particular type of beard and skin. You see—your skin and whiskers tend to be either oily or dry, even if only a little; and each of these two types of skin needs a different shaving cream. That's why we make two creams. If your skin and beard are oily, use Mennen Lather Shave—it removes excess oil from your beard more quickly, wets your whiskers more completely, and cleanses your pores. But, if your skin is dry use Mennen Brushless—it conserves the natural oils of the skin, helps relieve dryness, tightness; and it's a cream, not a grease.

You owe it to yourself to find out which Mennen Cream fits your face. Send 10c for the Mennen Skin Tester Kit, containing liberal demonstration sizes of 5 Mennen Products—including both Lather Shave and Brushless (as well as Skin Bracer, Skin Balm and Talcum for Men). Address Dept. 6-17 The Mennen Co., Newark, N. J.





Costly whiskies are 100 proof—like moderate priced Glenmore. Compare it side by side with whiskies of like price. Men who know fine whiskies like Glenmore.



PICTURES TO THE EDITORS

(continued)



Bemidji Ice

Sirs

In this spring's ice break up on Bemidji Lake, the tremendous wind pressure pushed ice ashore and overnight piled it up in floes 15 feet high (about). Small trees were broken at the roots, large stones were moved and the whole action was like that of a glacier. So hardened are natives to the vagaries of the weather that this interesting phenomenon didn't even rate a notice in the local paper.

B. L. BAKKERUP

Bemidji, Minn.

Phenomenal Volclay

Sirs

Late last month a serious leak on the Coffey dam developed here, threatening at one time to swamp the entire works. It was recently sealed with the aid of several materials, one of which was volclay which is mislabeled "volcanic ash."

The immense swelling of volclay is so phenomenal that we believe it would be newsworthy and of much interest to your subscribers.

W. B. HIRSCHMANN

Consulting Engineer

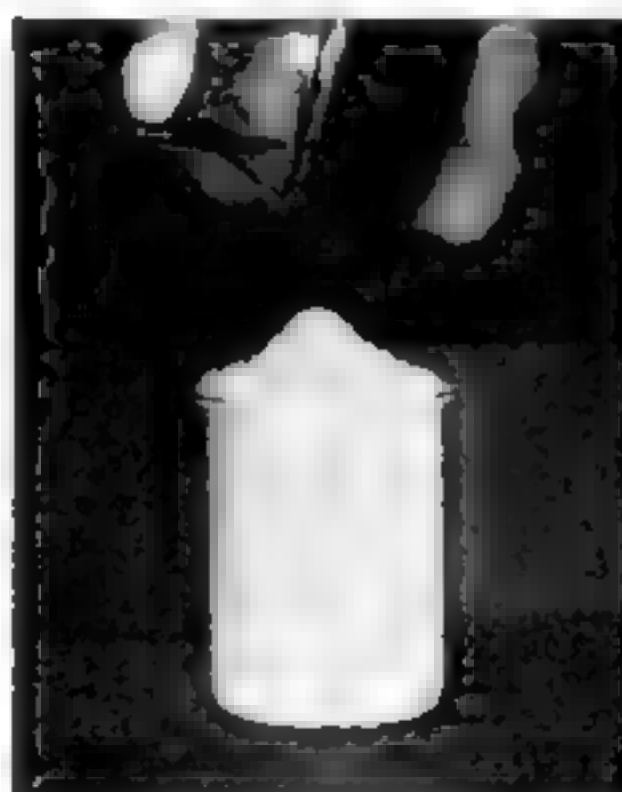
Coulee Dam, Wash.



1 Here is a small amount of volclay, commonly mislabeled volcano ash.



2 The volclay is sprinkled slowly into a jar of water, swells rapidly.



3 It puffs itself up in a thick paste and overflows the top of the jar.



4 The paste will not flow out even when the jar is turned upside down.

THE JOHNSTON GLOBE TROTTER



Johnston
CANDIES AND CHOCOLATE

NEW YORK • CHICAGO
MILWAUKEE • MINNEAPOLIS

"I'd like your cheek Old Boy—"



... If you had a Barbasol Face"

No woman likes to see a man's face getting old and wrinkled when he's still in his prime.

What has this got to do with Barbasol?

We'll answer that with another question. Why do men in the tropics look old at forty?

It's the sun—the hot sun drying out the skin, making it wrinkled and old looking.

Old-fashioned shaving methods work the same havoc with skin. Containing alkalis, they tend to bite, dry and wrinkle it.

With Barbasol, it's an entirely different story. Being a cream, Barbasol soothes and refreshes

and leaves the skin feeling soft, looking young, after every shave.

Get a tube of Barbasol today, try it for two solid weeks, and see how much smoother and younger your face looks. Get yourself a Barbasol Face and keep the ladies happy.

What need to mention that Barbasol gives the finest, cleanest, sweetest shave a man ever had! The fact that it is America's largest-selling shaving cream speaks for itself. Large tube, 25¢; giant tube, 50¢; family jar, 75¢. And five scalpel-sharp Barbasol Blades for 15¢. At all drug stores.



PRIZES FOR GOOD GUESSERS

Are you good at guessing? If you are, you may win any one of the valuable prizes given away every week—a new automobile, big money prizes, hundreds of \$3 Barbasol Razors. Absolutely free to enter, takes only a few seconds to do. Simply guess a number, that's all. For details, tune in Singin' Sam (NBC Blue Network) every Friday evening. See local paper for time.

WOULD YOU BE A CHEAP GUY FOR 50c!

When people of refinement entertain, they cannot afford to bring upon their tables cheap carbonated waters.

It is bad to serve friends cheap food—that's cheating—but one may get away with it. But when a host puts upon his table labeled bottles advertised to sell at a price, he proclaims his lack of hospitality in capital letters—and is saving about 50c.

Bountiful entertaining demands waters of quality and distinction; these attributes are inherent in

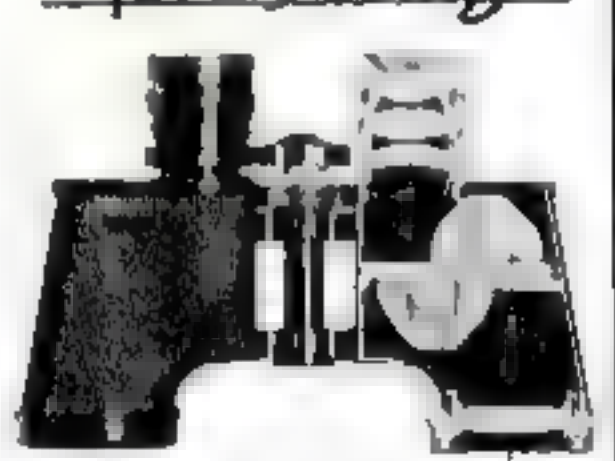
self-stirring
**BILLY BAXTER
CLUB SODA**

Bottled fine regardless of cost, world's highest carbonation.

Ask your dealer, or write us. Get your booklet Florence K.

RED RAVEN SPLITS, Cheswick, Pa.

*Design
for Seeing*




6 power, 30 mm Binocular, \$72.

The task set Bausch & Lomb scientists and engineers in designing the new B & L Binoculars was to produce an instrument which would out-perform, model for model, any other glass offered on the world's market. Evidence of their success is the enthusiastic reception accorded the Bausch & Lomb Binocular by sportsmen, aviators, yachtsmen, hunters and Army and Navy officers the world over.

SEND FOR CATALOG. 40 page de Luxe catalog, tells how to select a binocular for your use. Shows eleven B & L models, \$66 to \$132. Bausch & Lomb Optical Co., 508 Lomb Park, Rochester, N. Y.

BAUSCH & LOMB
Binoculars
THE WORLD'S BEST — BY ANY TEST

Bill Tilden says



MY FACE
FEELS CLEANER AND
COOLER WHEN I USE
AQUA VELVA AFTER
SHAVING!

CONSERVES NATURAL MOISTURE OF SKIN... FIGHTS OFF SORE SPOTS

SHAVING in warm water leaves pores in your skin wide-open. Dirt settling in these open pores often results in pimples, sore spots, ingrown hairs.

Aqua Velva is an astringent. It closes pores, fights off blemishes. By conserving the natural moisture of your skin, it leaves your face cool, refreshed.

FREE OFFER

Good only
in U. S. A.



The J. B. Williams Co., Dept. L-18, Glastonbury Conn., U. S. A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name _____

Street & No. _____

City & State _____

TROPIX
by
PARIS



COOL
*Smartly styled
for Summer*

There's coolness and beauty in "Tropix" Paris Garters. Cool to look at... cool to wear. Frosty-crisp patterns and easy-stretch elastic... a welcome summer combination of authentic style and perfect comfort.

To summarize... be summer-wise... be cool.

Get several pair... prolong their wear by daily change. Your cool... comfortable new "Tropix" Paris Garters in a variety of smart, summery colors at your dealer's... now. Comfortably priced... Most styles, 50c. Others to \$1.

*Styled by the Makers of
"Tropix" Paris Suspenders
and Sport Belts*

A. STEIN & COMPANY
CHICAGO • NEW YORK
TORONTO

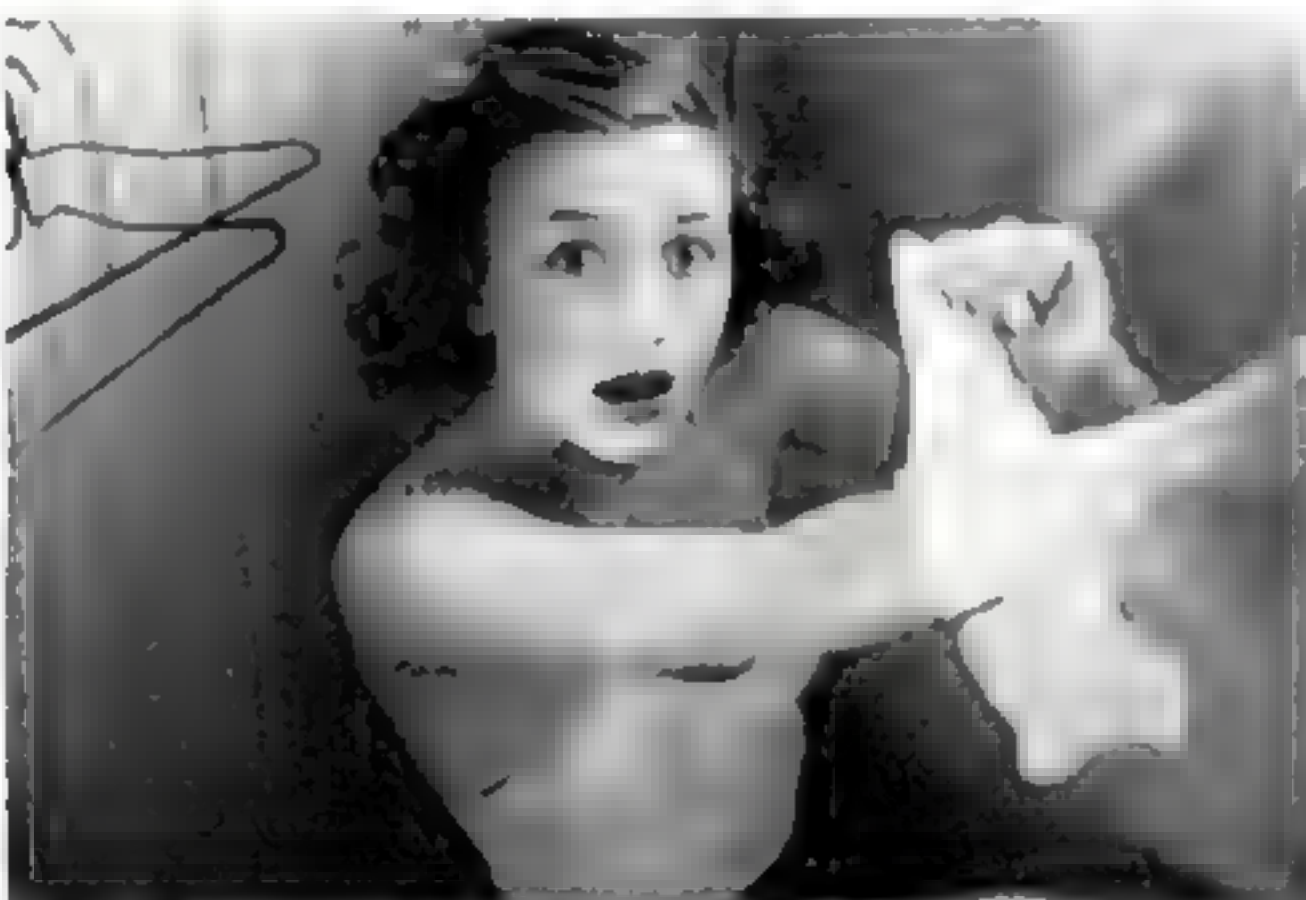
**PARIS
GARTERS**
NO METAL CAN TOUCH YOU

PICTURES TO THE EDITORS

(continued)



"Priscilla Lane surprised and sore at me [Waring]. The indignant bath attendant wouldn't tell her name and complained about Waring's invasion to management."



"Miss Lane caught dressing from the top of her dressing room. She liked the bath but not the idea of turning the bath into a rendezvous for candid-camera guys."

Candid Cad

Sir:

Herewith I am enclosing several candid camera pictures of myself and members of the band. They were taken while we were at the Elms Hotel in Excelsior Springs, Mo., taking mineral baths. All of them, except of course the pictures of myself, were taken by me.

The pictures of me were taken by our frog-throated performer, the drummer in the band, Polky McClintock, at least so I am told. This started as a gag, with me snooping around in the bath department, both men's and women's, with my Leica, but the pictures turned out so well that I decided to utilize them. Some of the boys were a bit burned up about my taking the candid shots of them, so retaliated by catching the ones of me.


FRED WARING

Fred Waring's Pennsylvanians
On Tour



"This is I, Fred Waring, surprised and disgusted by Drummer Polky McClintock."

10¢ A DAY
Buys Sensational
NEW Movie Camera



\$9.95
ONLY

30 DAY TRIAL

WRITTEN GUARANTEE
If UniveX does not live up to your highest expectations, you can return it and we will refund your money without question or argument. One-year written guarantee bond protects you!

The most amazing movie camera value in the world—and yours for only 10¢ a day! The only one selling for less than \$30... the only one using UniveX Cine Film costing only 60¢ a roll—that makes movies at less cost than snapshots! Sturdily built for a lifetime of enjoyment. Beautifully designed, finely-balanced, so compact it can easily be held in one hand. No complicated gadgets. Easy to operate. Sharp, clear, theatre-quality movies that screen up to 34" x 24". All you do is press a button!

DON'T DELAY! PRICES GOING UP!
Because of rapidly advancing costs, prices may go up any day! Start enjoying the thrills that come with owning a Real movie camera. Doubly enjoyable when you buy it for 1/10 the price of other 8 mm. cameras and on the "Modern" 10¢-a-day plan. Mail coupon for free illustrated literature giving complete details.

Only 8 mm. Projector for Less Than \$25! Takes all 8 mm. film (reel and professionally made movies) 15 minutes continuous projection capacity. 15 other important features. Backed by written guarantee. . . . \$14.95

MAIL TODAY FOR DETAILS 10¢ A DAY PLAN!

Modern Camera Exchange, Inc.
1278 Sixth Avenue, (Radio City)
Dept. 24, New York City

NOT AN ORDER!

Send FREE literature describing UniveX movie equipment and details of liberal 10¢-a-day plan.

Name _____
Address _____
City _____ State _____

SAVE YOUR LIFE
Bind Your Copies in PERMO-Binders
No Punching
Just a CLICK, and they're bound!

\$2.00
The De Luxe Per Binder
4 Binders (\$2.00 each) \$7.00

The Standard Binder . . . \$1.00
4 Standard Binders . . . 3.50

FREE
Catalog of Permo Binders illus. Readers Digest, Fortune, Coronet, Esquire, Nat'l Geographic, etc.

AMERICAN BINDER CO., Inc. (Dept. 56)
551 Fifth Avenue, New York, N. Y.

Please send me PERMO-Binders as checked:
☐ De Luxe for all 1936 issues \$2.00 ☐ Standard \$1.00
☐ De Luxe for 13 issues 1937 2.00 ☐ Standard 1.00
☐ De Luxe for 32 issues 1937 2.00 ☐ Standard 2.50

Amount Enclosed \$ _____
☐ Also send me FREE illustrated Catalog

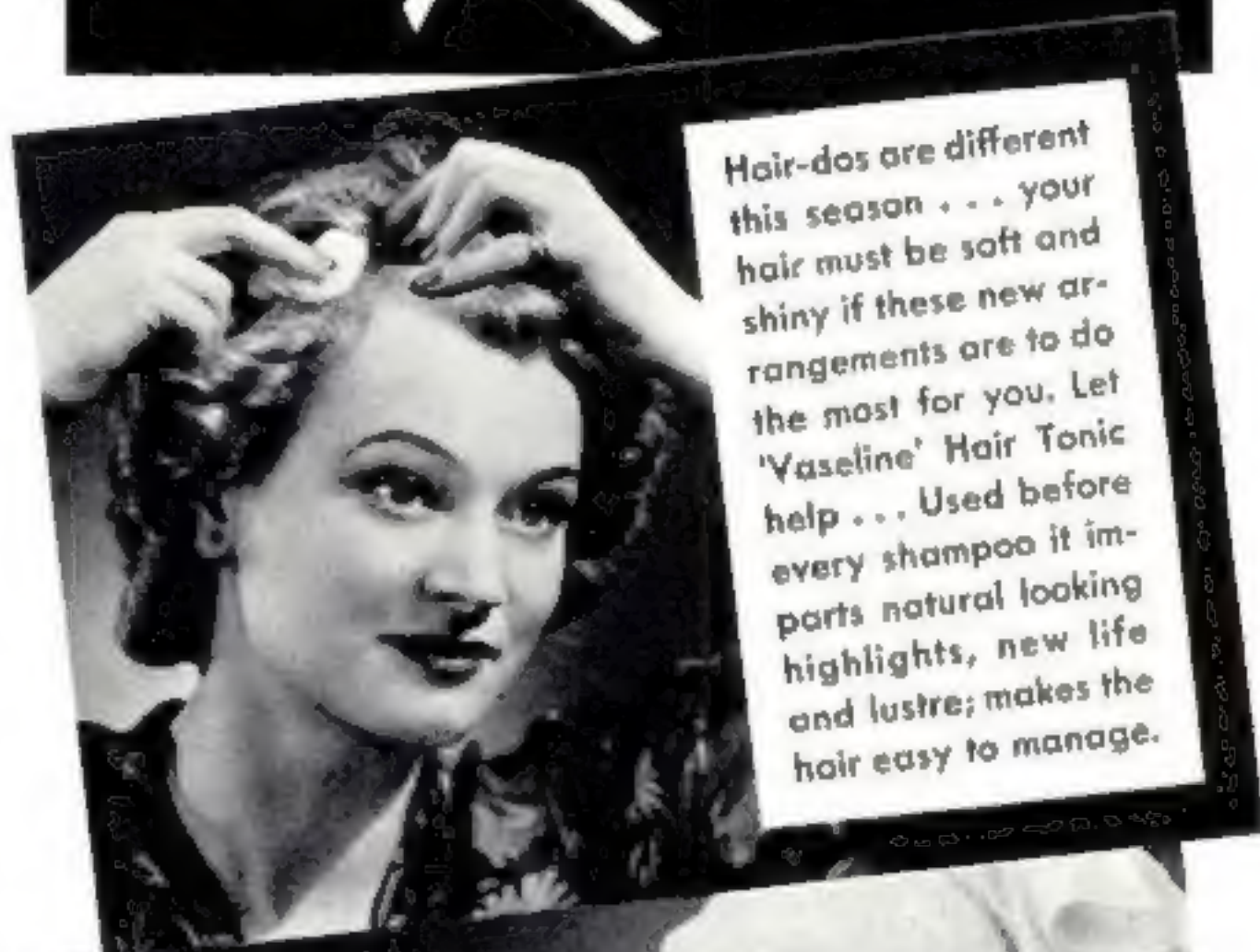
NAME _____
 ADDRESS _____
 CITY _____

Postpaid in U. S.—MONEY BACK GUARANTEE



SERGEANT BENITO MUSSOLINI In 1917 Italy's future ruler was in an army hospital recovering from 42 wounds. He will go "very far" said King Victor Emanuel of the young hero. Five years later, Mussolini's black shirted troops took over Italy's government. The story is told with rare photographs in LOOK, the picture magazine, now on all newsstands. See "Mussolini—Hero or Villain?" Readers praise LOOK'S informative and thrilling picture biographies of Hitler, Gandhi and other famous people. Authentic, easy-to-read features are one reason why LOOK is the fastest growing magazine in America, why over a million persons buy each issue of LOOK at their newsstands. Every other Tuesday take a LOOK for a dime at your nearest newsstand.

Advertisement

HAIR
GOES*Romantic*

Hair-dos are different this season . . . your hair must be soft and shiny if these new arrangements are to do the most for you. Let 'Vaseline' Hair Tonic help . . . Used before every shampoo it imparts natural looking highlights, new life and lustre; makes the hair easy to manage.



RUB THE TONIC well into the scalp. THEN STEAM THE HEAD by wrapping it in towels that have been wrung out of hot water . . . Shampoo. For added glamour pat on a little Tonic before setting the wave.

THESE TONIC TREATMENTS are excellent for conditioning the hair before and after a permanent wave . . . correct dryness, supplement the scalp oils. Chesebrough Mfg. Co., Cons'd., N. Y.



Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Copyright 1937, Chesebrough Mfg. Co., Cons'd.



HEAT WAVE HITS HOME



Thousands Get Relief With This New Inexpensive Method of Comfort Cooling



1. Your home is an ideal radiator for the sun's heat. It absorbs the direct rays all day long and holds the heat for hours after the sun goes down. All night long your home actually radiates heat just like a giant radiator.



2. The Result is that when the temperature registers 96° to 95° outside, your attic quickly reaches a temperature of 130° or more, living and bedrooms become unbearable and do not get a chance to cool off for the duration of the heat wave.



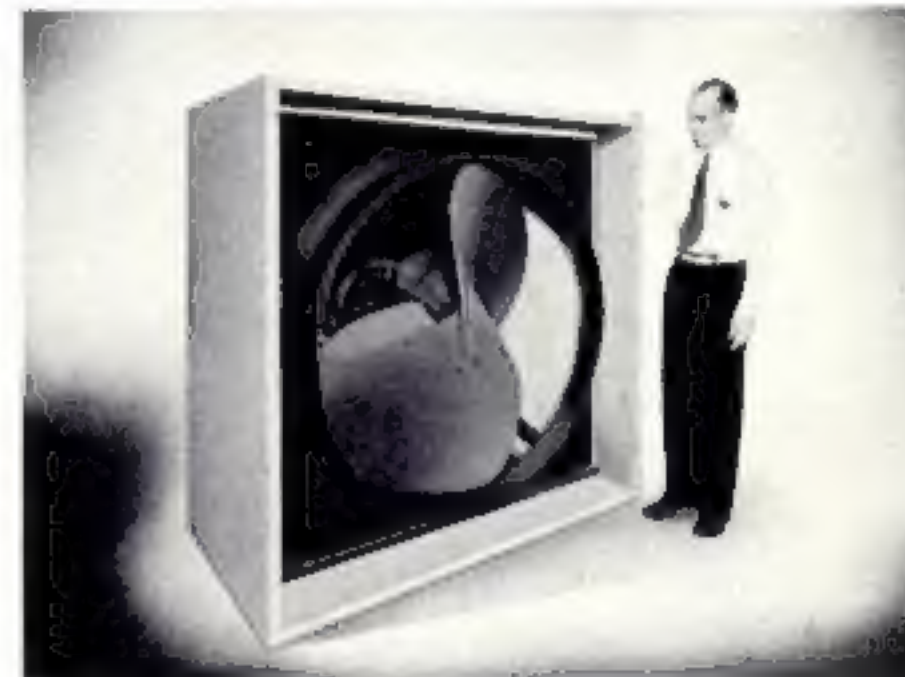
3. An inferno inside . . . every bedroom a bake oven . . . sleep is out of the question . . . all because of the packed up heat from the sun. No wonder thousands of families were driven from their homes during the heat waves of last summer.



4. No relief at night! Even though the outside temperature drops to 75° or lower, as it often does during a heat wave, there is no relief in sight unless you have an artificial means of removing the heat and bringing in the cooler air.



5. Home conditioner works wonders! With its ability to handle a tremendous volume of air, the Ventura Home Conditioner, installed in the attic, whisks out the packed up heat, draws the cooler night air in through all the open windows.



6. Certified capacity assures real Comfort Cooling. You know in advance just how much air each of the 5 different size American Blower Ventura Home Conditioners will deliver. Positive relief is assured. Thousands are already in use.



7. Enjoy a cool, refreshing breeze in every room in the house with this time-proved conditioner. There is nothing to get out of order. No refrigerating machine or coils are required. Gives real Comfort Cooling at amazingly low cost.



8. Sleep like a baby in cool comfort regardless of outside weather conditions. Build energy and resistance to heat for normal daytime activities. The new Ventura Home Conditioner gives remarkable relief even in the hottest climates.



9. Wake up in the morning rested and ready for a good day's work. Enjoy Comfort Cooling in your home. Ventura Home Conditioners are sold and serviced by reliable dealers all over the United States. Write for the nearest dealer's name.

SEND FOR OUR FREE BOOK "HOW TO GET DEPENDABLE COMFORT COOLING AT LOW COST."

AMERICAN BLOWER CORPORATION

Division of American Radiator and Standard Sanitary Corp. • 6000 Russell St., Detroit, Mich. • Canadian Sirocco Co. Ltd., Windsor, Ont.

Youth appreciates **GRUEN**
the proudest name in time

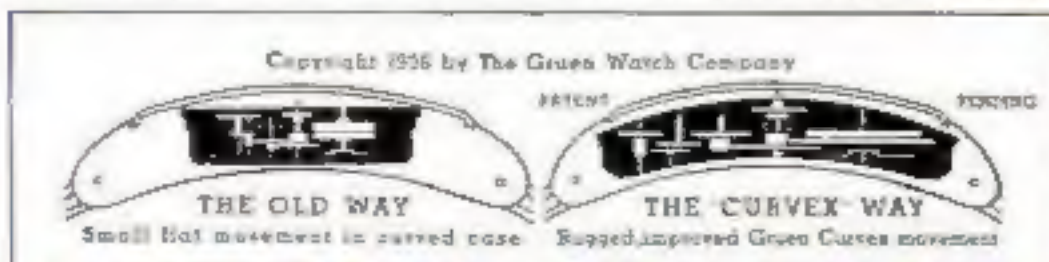
How can you best express your feeling for the graduate? Since 1874, people of keen judgment have entrusted this intimate mission to Gruen. Youth instantly recognizes the Proudest Name in Time—and appreciates the distinction you confer.

• Gruen's thrilling styles come from the hands and brains of the world's leading watch designers. Gruen's unfailing accuracy is the product of a 63-year-old tradition of superb workmanship. • And Gruen's newest achievement is the Curvex*—the revolutionary wristwatch with the curved movement entirely filling the wristform case. Only the world-famous genius of Count de Sakhnofsky combined with Gruen's time-honored craftsmanship could produce a watch such as Curvex—uniting brilliant beauty and pocket-watch accuracy!

THE GRUEN WATCH COMPANY
Time Hill • Cincinnati • U. S. A.

A—CURVEX ROYAL... 17 Jewel Precision, 14 kt. yellow gold filled... \$59.50
CURVEX REGAL... 17 Jewel Precision, 14 kt. solid yellow gold... \$100
B—CURVEX BARON... 17 Jewel Precision, 14 kt. yellow gold filled... \$59.50
CURVEX SOVEREIGN... 17 Jewel Precision, 14 kt. solid yellow gold... \$100
C—CURVEX ACE... 17 Jewel Precision, yellow gold filled... \$59.50
D—KENT... 15 Jewels, yellow gold filled, Goldline back... \$24.75
E—CREST... 15 Jewels, yellow gold filled, Goldline back, case curved to fit the wrist... \$29.75
CREST DELUXE... with flexible link band... \$33.75
F—MARCUS... 17 Jewels, yellow gold filled case, Goldline back... \$33.75
G—PRINCETON... 15 Jewels, yellow gold filled... \$39.50
with strap... \$37.50
H—CURVEX REGENT... 17 Jewel Precision, 14 kt. yellow gold filled... \$50
I—KNOX... 17 Jewels, yellow gold filled... \$35
J—LADIES' CURVEX COUNTRESS... 17 Jewel Precision, 14 kt. yellow or white gold filled... \$42.50
Copyright 1937, The Gruen Watch Co.

LADIES' CURVEX PRINCESS... 17 Jewel Precision, 14 kt. solid yellow gold... \$59.50
K—LADIES' CURVEX DUCHESS... 17 Jewel Precision, 14 kt. yellow or white gold filled... \$49.75
LADIES' CURVEX QUEEN... 17 Jewel Precision, 14 kt. solid yellow gold... \$67.50
L—BONNIE... Modern round style, White Goldline Case... \$24.75
M—VOGUE... 15 Jewels, yellow gold filled... \$29.75
N—KATHLEEN... 15 Jewels, yellow gold filled... \$33.75
O—FLORENTINE... 17 Jewel Precision, yellow gold filled... \$39.75
P—DIAMOND VOGUE... 15 Jewels, yellow gold filled, 2 diamonds... \$42.50
Q—DELIGHT... 17 Jewel Precision, yellow gold filled... \$49.75
R—BANFF... 17 Jewel Precision, 14 kt. solid white gold, 20 diamonds... \$89.50
S—COBALT... 17 Jewel Precision, 100% Indium platinum case, 42 diamonds... \$200
*Trade Mark Reg. U. S. Pat. Off.



GRUEN—SINCE 1874 THE WATCH OF DISCRIMINATING AMERICANS

*After a man's
heart...*



*...when smokers find out the good things
Chesterfields give them*

*Nothing else
will do*